

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXIX

NEW YORK, MAY 23, 1912

No. 8



UNIV. OF MO.
MAY 27 1912
GENERAL LIBRARY

We make eight or ten thousand business calls per year, and during the last twelve months representatives of our house have visited almost every state in the Union.

Mark you, these men are our representatives—they are not solicitors. Not one of them draws a commission for getting an account. Not one of them ever suffered a decrease in salary because he lost an account. They are engaged to carry on the good fight to win converts to the Ayer Idea, but are under instructions that before a man's business we want his respect and confidence, and that if we cannot have these, his business is not desired.

The above is an extract from our new book—"The Ayer Idea in Advertising."

Philadelphia

New York

Boston

Chicago

Cleveland

VELOCITY

Velocity Is Weight Times Speed

The high-speed bullets of Maxim's gun and the slow-speed cannon-balls of Ericsson's famous "Monitor" would hardly dent the armor-plate that crumbles before the velocity of the 13-inch projectile, with weight and speed combined.

Velocity is the Creed of Modern Warfare; Velocity is the need of Modern Advertising.

Use even millions of circulation only once in a while or use a trifling small circulation even twice a day—and you have no practical power—no velocity—you will make no appreciable headway. In advertising as in war, modern conditions demand more than mere size, more than mere speed.

Through no other medium can you get the Velocity of Boyce's Big Weeklies for advertising to the small town field. Over 85% circulation in towns of 5,000 and smaller population, including neighboring farmers.

Velocity Supreme ⁱⁿ the Small Town Field

Of our 91 million population over 53 million live in towns under 5000 population and in the rural districts

\$9.00 per line buys FOUR insertions—four volleys of over a million—four "drives" week after week, four different arguments, four separate appeals, four smashing broadsides of a million *proved*—here is both size and speed, the medium of Supreme Velocity for Country advertising.

Boyce's Big Weeklies reach every rank of society, farmers, doctor's, bankers, mechanics, working-men, school teachers, retailers in every line of business.

The Saturday Blade has the largest circulation of all weekly newspapers and the Chicago Ledger has the largest circulation of all weekly magazines *read by country people*.

Sold for cash without premiums *every week* by over 30,000 boy agents—the largest cash sale—no premium circulation of ALL country papers.

No summer rates because cash sale circulation is always read. NET CASH circulation receipts EXCEED the total advertising receipts.

Over 95% of our ads are keyed. Advertisers get quick action—big profits.

BOYCE'S are FAMOUS for famous RESULTS.

For detail information address

W. D. Boyce Company, 500 Dearborn Ave., Chicago

The Saturday Blade and The Chicago Ledger

BOYCE'S BIG WEEKLIES

1,000,000 ^{copies} weekly Proved, Not Claimed

for only **\$2.25** per agate line flat

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXIX

NEW YORK, MAY 23, 1912

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BEHIND THE SCENES IN POSTER ADVERTISING

SOMETHING ABOUT THE GREAT ORGANIZATION THAT THE ADVERTISER EMPLOYS WHEN HE GIVES AN ORDER TO POST THE COUNTRY—THREE THOUSAND DIFFERENT PLANTS BROUGHT UNDER ONE HEAD—HOW SPACES ARE SECURED, BOARDS ERECTED AND RUSH ORDERS HANDLED

By Carrington Weems.

When along the metropolitan milky way a new constellation is seen to twinkle in the evening sky, and high up above Broadway a new sign begins to burn its message into the minds of millions, or when simultaneously throughout the length and breadth of the land almost, the entire population is confronted by a catchy trade-mark device which insinuatingly acquires a sudden familiarity, it is vaguely understood that a campaign is on with one of the most modern and effective instruments of advertising warfare.

But few, even among advertisers, are cognizant of the highly organized forces which have been brought to bear, and of the skill and dispatch of their maneuvers. The possibility of having a colored poster designed, printed and posted blazoning forth its message in some three thousand communities from ocean to ocean, all in the space of three weeks, proves the existence of an organization worthy of being better known.

The principal means of outdoor advertising are posters, painted signs and electrical display. The use of posters was the earliest, and it is still the most elementary and flexible form of outdoor publicity. In England "using the hoardings" was a favorite adver-

tising device in the time of the George. To it Pears' Soap and Colman's Mustard may attribute a measure of their fame.

Bill posting has been a recognized business there for over a century; in this country for not more than twenty years. Time was when the opera house managers in the small towns did the posting as a side line. Then it was purely a local proposition. To-day an order for nation-wide advertising, issued to an official solicitor of the National Poster Advertisers' Association, sets going immediately its machinery in every state of the Union, in Canada, Cuba, Porto Rico, San Juan and the Philippine Islands. How does it work?

When posting began to come into its own, the tiny local plants where the theatre management, utilizing its own staff, posted commercial advertisements upon its own boards, were soon outgrown. In 1891, a dozen far-seeing individuals met in Chicago for a conference. Then and there the national association was born. It grew apace. To-day in practically every American city having a population of over 5,000, there is a billposting concern which is a member of the association, and one only. These members handle their own local business independently and all local business that comes to them through the association. But they get their charters from the association and work under its jurisdiction. In its turn it guarantees to the advertiser the service of its members. In the event of a dispute between them as to unfulfilled contract or other claims, the association investigates the matter, and where it is due the advertiser receives reimbursement.

The national association does not fix the rates charged by its

members. It insists, however, that they shall not exceed the maximum, which is 20 cents per sheet per month, nor fall below the minimum, 9 cents per sheet per month.

Roughly speaking, it includes 3,000 plants. Each is visited at regular intervals by an inspector who, after full investigation of its equipment and facilities, makes a report to the national secretary. These reports are on file and are open to inspection of members.

Furthermore, the association furnishes members with diagrams and specifications, showing how all standard billboards are constructed. According to association standards billboards of regulation type, are ten feet high, and are faced with galvanized iron of twenty-eight inch gauge, in panels five feet long and ten feet high.

Obviously the object of the association is to expedite and simplify handling the business of national poster advertising. With strictly local contracts it has no concern; nor with theatre nor circus posting, which constitute nearly seventy per cent of the business and are also handled locally. It serves solely to advertise commercial products in campaigns covering a wide territory. And its organization is planned accordingly. The central office in Chicago, employs a national secretary, and a force of sixty-odd clerks, and it publishes a monthly magazine called *The Poster*, in the interests of the members. By the association's directorate national solicitors are appointed who act as agents for the members and are allowed to deduct commissions from business sent them. There are twelve of these solicitors at present throughout the United States, and it is safe to say that they do ten million dollars' worth of business annually. Through them the powerful companies which depend principally upon outdoor advertising, are enabled to conduct the picturesque national campaigns, in which many concerns like the American Tobacco Company, Anheuser Busch Brewery, and Wrig-

ley's Spearmint Gum, are said to spend from one to six hundred thousand dollars annually for printing and posting.

So much then for the organization. How does it work?

A national advertiser wants his paper, which we will say has already been printed by a lithographing house, put up promptly in every state. A national solicitor is called into service. His estimator and staff are turned over to the advertiser's sales manager, and a suitable appropriation for each town is decided upon. The resulting estimate, a modest one say \$40,000 for one month's showing, is approved, and turned over to the solicitor's order department. Here orders for posting are prepared in triplicate, one for his files, one for the advertiser and one for the billposter to whom also goes a letter of instructions.

HOW THE DETAILS ARE HANDLED

The order department in addition furnishes labels and shipping instructions to the lithographers, so that the paper is received at its appointed place ready to be pasted up. In the apportionment for one state, Illinois, for instance, the paper for each town is collated, wrapped and properly addressed, and then all together shipped by freight to an express agent in the center of the state. He breaks into the shipment and forwards by express each of the smaller packages already addressed. If the objective state were nearer, usually when east of the Alleghanies, the initial shipment is made by express, the instructions for posting going direct always. When the postings have been made the solicitor's bookkeeping department receives from every point a list of the locations and a bill which are checked against the original orders and turned over to the advertiser approved. Every detail of the transaction has been handled by the solicitor, without charge, and at the rates of posting which would have applied had he not been retained.

It has been estimated that a

When a man

is 'way beyond his associates in any *one* thing we are apt to lose sight of his other superior qualities.

The whole world recognizes that *The Delineator* is absolutely supreme on the subject of Fashion.

But don't let that blind you to all its other splendid features. Even without its acknowledged Fashion supremacy women would welcome *The Delineator*—

For its trustworthy advice on the child's welfare.

For its health suggestions.

For its uplift work in women's behalf.

For its timely articles on leading questions.

For its guidance in domestic affairs.

For its wholesome fiction, etc. And the same is true of each member of

The Butterick Trio



Advertising Manager

F. H. Ralsten, Western Mgr.
First Nat'l Bank Bldg.
Chicago

E. G. Pratt
New England Mgr.
149 Tremont St., Boston

good showing of an eight-sheet poster could be made all over the United States, for \$36,000 for one month. With a rush order, where cost was not a consideration, even the Pacific Coast could be covered in fifteen days. When W. L. Douglas was running for governor of Massachusetts he desired to make a stirring appeal to the voters in the least time possible. From Brockton he gave an order late one Saturday to Sackett & Wilhelms Company, of New York, and mailed them a sketch that night. On Monday the completed order of 10,000 sixteen-sheet posters was shipped and before the end of the week they were crying their message from every billboard in Massachusetts. This extraordinary feat was accomplished for just three times the normal cost.

AMERICAN POSTER FIRMS WELL EQUIPPED

As far as the poster itself is concerned, America has become the home of the attractive, artistic colored poster. There are a dozen American firms who are equipped to turn out large quantities in four, six or eight colors in one-fourth the time that is demanded in England. All these firms employ artists who sketch designs and layouts. Not infrequently from \$500 to \$1,500 will be paid for an original attractive poster sketch. The well-known poster of the Lehigh Valley's Black Diamond Express brought its artist designer \$500.

The poster output is also thoroughly standardized here as nowhere else. All poster sheets measure twenty-eight by forty-two inches, and the posters in common use are composed of one, two, four, eight, twelve, sixteen, twenty-four and thirty-two sheets. The eight-sheet size is by long odds the most popular. When up on the boards with the seven-inch frame of blank paper which the association rules demand it measures about seven by ten feet. For another class of advertising which needs the greatest possible display, sixteen, twenty-four and

even thirty-two-sheet sizes are used, for their additional length. None is, however, any taller than the eight-sheet size, which comfortably fits the regulation billboard.

The amount of work involved in getting out a poster and its cost vary considerably. Melville Raymond, of the United States Lithograph Company, says that rush orders may be turned out in thirty-six hours, by using dry rooms and putting the paper through rollers between color printings. His house recently put through a hurry order for the Westinghouse Electric and Mfg. Co. Posters in three and five colors were ordered on Monday and shipped on Wednesday. Or better still, a rough design for several thousand sixteen-sheet two-color posters ordered late Saturday afternoon by telephone from Norfolk was received Monday morning. A complete shipment was made on Wednesday. Usually at least three days are asked. In the case of the highest grade multi-colored lithograph posters, as much as a month is not too long, particularly as advertisers using such a medium proceed with deliberation, and speed records are without significance. The number of impressions needed in each copy of a six-color sixteen-sheet poster is ninety-six. Multiplied by ten thousand the press work is enormous. Besides the lithograph stones, one for each sheet, take time in the cutting and mailing. And the largest poster printing concerns invariably have work already on hand.

Similarly poster costs range widely, from the plain woodcuts to the soft-toned lithographs worthy of framing. A rough idea can be gotten from the following figures for the first one thousand eight-sheet posters (8,000 sheets of paper) which apply to a fair poster on good paper, and include the stone drawing but not the original sketch. In two colors; eight sheet, \$250; sixteen sheet, \$525; twenty-four sheet, \$850. In four colors, eight sheet, \$350; sixteen sheet, \$650; twenty-four sheet, \$1,100. For a

Back out

from the zones of political
unrest—
the Cities

Place your mail-order advertising before the people in the small towns and country—people engaged in saving the crops instead of the nation.

Get in touch with 1,750,000 families in these smaller localities who in former presidential years have produced an immense volume of wealth for hundreds of advertisers through the influence of—

The Vickery & Hill List

AND

The American Woman

Already hundreds of advertisers have taken space for the balance of this presidential year.

There is room for your copy.

July advertising forms close promptly on June 10th.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA,
MAINE

Flatiron Building
NEW YORK

different number of colors and sheets the prices are in proportion.

In general the course followed by the advertiser, unless he has his own design for a poster, is to furnish the lithographer with an idea of the effect aimed at. The latter's artists submit sketches drawn to scale in colors until the advertiser approves, and then a full size colored drawing. One printed proof usually suffices, and that in black only. When the order is completed—before it leaves the printers—each poster is collated, and the separate sheets folded just as they go up so that the work of posting is entirely a mechanical matter. The requisite number for each town with an additional twenty-five per cent for monthly renewals to keep the paper bright, is packed separately and properly labeled.

It is up to the local billposter to do the rest. His work as observed in New York is typical, although more highly specialized perhaps than elsewhere.

Here billposting is in the hands of the Van Beuren and New York Bill Posting Company, who have only a nominal competitor in the Sullivan Company, presided over by "Big Tim." Their growth has been phenomenal. Twenty years ago they owned one billboard structure in the Bronx. To-day 100,000 lineal feet of billboards are controlled by this concern north of the Harlem River. Their organization is perfect. So perfect that it would be possible for them to put up one thousand, twenty-four sheet stands, or twenty-four thousand poster sheets in one-half day and not depart from the regular routine of business. Their New York plant is laid out on thirty routes, upon each of which one to three wagons operate, with usually two men to a wagon. A good man can post 400 sheets a day, and the force of one hundred and twenty can be counted upon to put up about 48,000 sheets in one day's work. While these figures could not perhaps be duplicated everywhere, there are those who do not consider such speed noteworthy and are inclined to believe that the

gentle are of billposting is lost. They tell how it flourished in the heyday of the old expert circus billposters. John Roddy, now an advertising authority in the Henry W. Savage management, is said to have established a record with the Robinson Shows, when he covered seventy miles of rolling country in a light wagon, and with the assistance of his driver, posted between daylight and midnight, three thousand circus posters.

A WAITING LIST IN NEW YORK

In the ordinary city routine the foreman of the bill room is in charge of the diagram book in which he keeps a log of each stand in the city. A glance indicates its location, capacity, and what space has been made available by expirations. For the billposter it becomes a mechanical matter. His route book, charted by the foreman, tells him what stands to visit, and exactly what space is vacant on the board. In the meantime his wagon has been filled with complete posters, folded as the sheets are to go up, after he has stripped down the old paper. Every week an inspector of routes makes the rounds with a diagram book, checking up postings. As a general thing, there is a waiting list in New York. But if the space is available, showings are promised the advertiser in three days.

Conflicts are minimized to some extent by the fact that every theatre, manufacturer and dealer has as a rule a particular section of the city in which he thinks his showings will do most good, or which he wishes to try out; and furthermore, by the term of poster contracts, which are seldom for the whole year, but usually for three or six months to correspond to the particular manufacturer's season. Concerns like the Virginia-Carolina Chemical Company, for instance, advertise in the spring to reach purchasers of fertilizers; rubber shoe dealers, in the winter, and beer and mineral water agents in the summer. The life of a poster on a good galvanized iron bill-board properly

(Continued on page 83)

Market Plus Service

Do you think that the dealers who are **NOW** handling your goods are doing **THEIR BEST** for you?

Do you think that you have **AS MANY** dealers on your books as you **OUGHT** to have?

The greatest asset of the advertiser is consumer demand. But many an advertiser who has spent thousands to stimulate the public to ask for his goods is wondering **WHY** his business doesn't increase faster.

Good agency service recognizes the absolute necessity of making the dealer **WISH TO SELL** no less than making the consumer wish to buy your product.

Among other things, our service embodies:

Exclusive devotion and loyalty to the interests of one client in a given line of business.

Study for efficiency in method.

Study for economy in method.

Intelligent analysis of trade conditions.

Enthusiasm tempered with judgment.

We proceed on the assumption that while we don't know our customer's business better than he does, we do know our own business; and without domineering or dictating, we *co-operate* with him for the enhancement of his profits.

Q *We solicit opportunity to demonstrate the value of our services to those who are ripe for increased business.*



H. B. HUMPHREY CO.

Advertising Service Agency

44 Federal Street - Boston

BIG CONVENTION OF ADVERTISING MEN AT DALLAS

TELEGRAPHIC REPORT OF FIRST DAYS OF ANNUAL MEETING OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA—STIRRING SCENES AT DALLAS—ATTENDANCE CONSIDERABLY LARGER THAN LAST YEAR—FIGHT FOR 1913 CONVENTION HOLDS THE CENTER OF THE STAGE—FEW DISPENSERS OF NATIONAL ADVERTISING PRESENT

[EDITORIAL NOTE:—At the time at which this issue of PRINTERS' INK goes to press, it is possible to record only the opening days of the annual convention of the A. A. C. of A. In addition to the following telegraphic report, several of the notable speeches will be found on other pages of this issue. The concluding scenes of the convention will be told in next week's PRINTERS' INK.]

Dallas, Tex., May 21, 1912
(Special wire to PRINTERS' INK): The eighth annual convention of the Associated Advertising Clubs of America formally opened Monday morning, May 20, with 2,343 persons in attendance. Of these 1,500 are members of the association.

The heavy attendance has surprised even the optimistic Dallas men. The reception committee felt the first crush, Saturday evening, when the special trains from Baltimore, New York and Toronto arrived. When specials from Boston, San Francisco and other cities added several hundred to the inflow Sunday the hustling members of the Dallas Ad League awoke to the fact that they were facing the work of handling the biggest convention that has ever come to the Southwest.

There was much confusion for a time when many of the tired travelers found that hotel accommodations were crowded to the utmost, and that they would have to "double" and even "treble" up. But the unfailing good nature and insistent hospitality of every person in the city soon relieved any tension that existed.

This is a Southwest convention in numbers as well as in locality. The majority of the visitors hail from points within a night's ride of Dallas. New York is repre-

sented by fifty men; Boston by forty; Pittsburgh by eight; Cincinnati by seven; Minneapolis by ten; Chicago by thirty; Seattle by three; Atlanta by twenty-five.

Big delegations were sent by the cities fighting for the next convention. These three are Toronto with forty-eight men, Baltimore with sixty and San Francisco with fifty-five. These delegates have owned the city thus far. Sunday night the billboards were plastered with the arguments of Toronto and Baltimore, and banners urging San Francisco were strung across the street. The guaranteed-genuine Scottish pipers of the Toronto crowd have attracted no end of attention, and the natives have kept the streets jammed watching these men escort the Toronto men, clad in bright red kilties about town. Baltimore has established headquarters at the Oriental Hotel where several very attractive Baltimore girls are working hard with an always large crowd to promote the cause of their city. The Baltimore men have worked like Trojans since their arrival trying to cultivate a favorable sentiment.

Politics relating to the next convention city has in fact been the ever-present theme. To such an extent has this work been carried that the more serious minded have been discussing a remedy for these spectacular solicitations.

A dozen of the very few advertisers who are present took the matter up Monday in an informal meeting. It was the general sentiment that the matter of choosing the convention city be left to the executive committee rather than to the vote of all the members in the convention. Men whose opinions carry great weight in A. A. C. of A. matters agreed that this was the best solution, and doubtless they will try to develop sentiment favorable the coming year.

A national advertiser who did not care to be quoted made the prediction that unless this "vaudeville characteristic" of the annual convention, as he expressed it, were quickly discouraged, the chances of the association doing

Abraham Lincoln moved the world with his plain words

The really effective, result-getting copy writer of to-day must not attempt to juggle words—he must not write over the heads of those he intends to interest. Plain, clearly understood language is what every writer with the Allen Advertising Agency uses—you don't need a dictionary at your finger tips to understand what he is writing about.

Another very important thing with the Allen Agency writers is that you talk directly with the men who write your copy—they, as well as the executives of this agency, investigate every detail of your business—they study your market—they keep in close touch with what others in your line are doing—our writers are then so fortified as to be able in forceful, but plain, language to meet competition where it exists and to tell your story with direct effect upon those whom you desire to reach.

And remember this: Our copy department is just one link in a practical, scientific organization, every branch of which gives ITS BEST to a client.

"FOOTPRINTS" is the name of a monthly publication of ours devoted to advertising interests. Should you wish to keep in touch with us and our methods, let us send you a copy. It is yours, without charge, for the asking.

Aside from our personal interest in "Footprints," we feel reasonably sure that you will find helpful and interesting data in it. Write to-day for your copy.



ALLEN ADVERTISING AGENCY

141-145 WEST 36TH STREET

HERALD SQUARE BUILDING

NEW YORK

the constructive work so much needed would be seriously impaired. He estimated that fully twenty thousand dollars have been spent by Baltimore, Toronto and San Francisco combined in "staging" their efforts to get the convention. "And just think," he said, "what the educational committee could do with half that amount in forwarding the real aims of the association." Not a few onlooking members of the association are inclined to be indulgent and not take too seriously the clever stunts worked by the rival cities.

SOUTH AND WEST TAKE LEADING INTEREST

All the South and West is taking a tremendous interest in this convention. Some nearby cities have sent not only the whole membership of their ad clubs but other business men as well who have come to see and observe. For instance, Roswell, N. M., which had one man at Boston last year, came into the city Sunday night with forty men. This enthusiastic delegation made the long journey across state in eight automobiles. Oklahoma seems to have come *en masse* so many and enthusiastic are they. Other Texas cities have forgotten their rivalry with Dallas, large numbers of men being present from Fort Worth, Houston, Waco, San Antonio and Austin. Unusually large delegations from fairly distant points are notable. Waterloo, Iowa, has seventy-seven men with bright yellow bands around their hats. Omaha, the convention city two years ago, has thirty men who have been busy scattering Omaha souvenirs and literature.

The younger element has taken huge delight in trying to catch a weirdly costumed clown, chasing him about the streets and the lobbies of the hotels. The clown is labelled in black paint, "Who gets me, the convention city?" The nimble fellow is supposed to typify the contest now being so hotly carried on for the next convention.

Those in charge of the educational exhibit at the Carnegie Li-

brary have finished an exceedingly hard piece of work. Less than two weeks ago Richard H. Waldo, Frank E. Morrison, Llewellyn E. Pratt and Henry O. Johnson began to collect the materials of this advertising and merchandising exhibit representing every phase of advertising. Several national advertisers contributed the originals of some of their most striking ads, several of these being by famous artists. These have been arranged with the follow-up literature used. The exhibit is therefore strikingly concrete and hope is expressed that this may be made permanent in a modified form. Since these pieces were brought to Dallas last week Tuesday they have been arranged and indexed and 2,500 copies of the catalogue have been prepared, printed and distributed. All day Monday large crowds have passed through the hall. This exhibit bids fair to be one of the most valuable features of the convention.

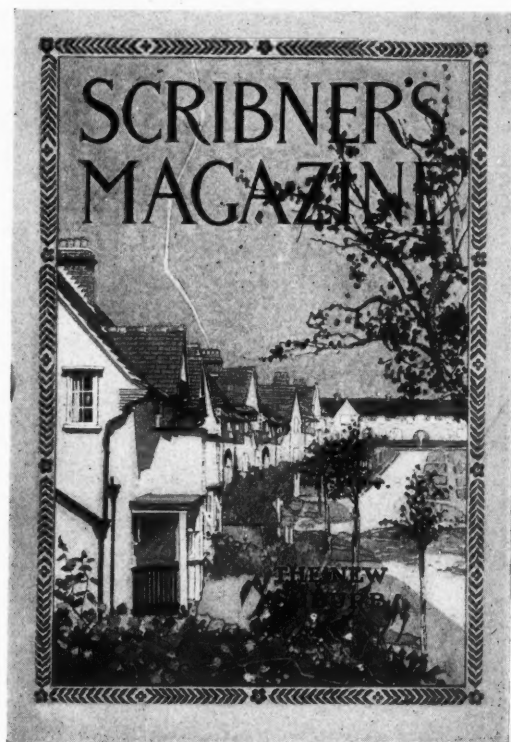
CLUB-AT-LARGE MEETS

The club at large met Monday evening at the Oriental and elected as president, Joseph Potsdamer, of the Ketterlinus Lithographic Company. It was voted that the dues be reduced from five dollars a year to two dollars. The club went on record favoring as president of the A. A. C. of A. only a "buyer" of advertising space. This recommendation will be made to the executive committee of the association.

Efficiency may have been slated for the keynote of the convention, but the first voices raised were in behalf of the message that advertising must tell the truth, and they were raised in sixteen of the leading churches of the city on the Sunday morning preceding the opening of the convention, at the union meeting in the Dallas Opera House in the afternoon, and again in the evening at the mass meeting in the Opera House. Many of the sermons were stirring in character, and all were heard by large audiences.

The convention proper opened Monday morning, at the Opera
(Continued on page 17)

2ND Special Number—JULY



The first adequate presentation of—

The New Suburb

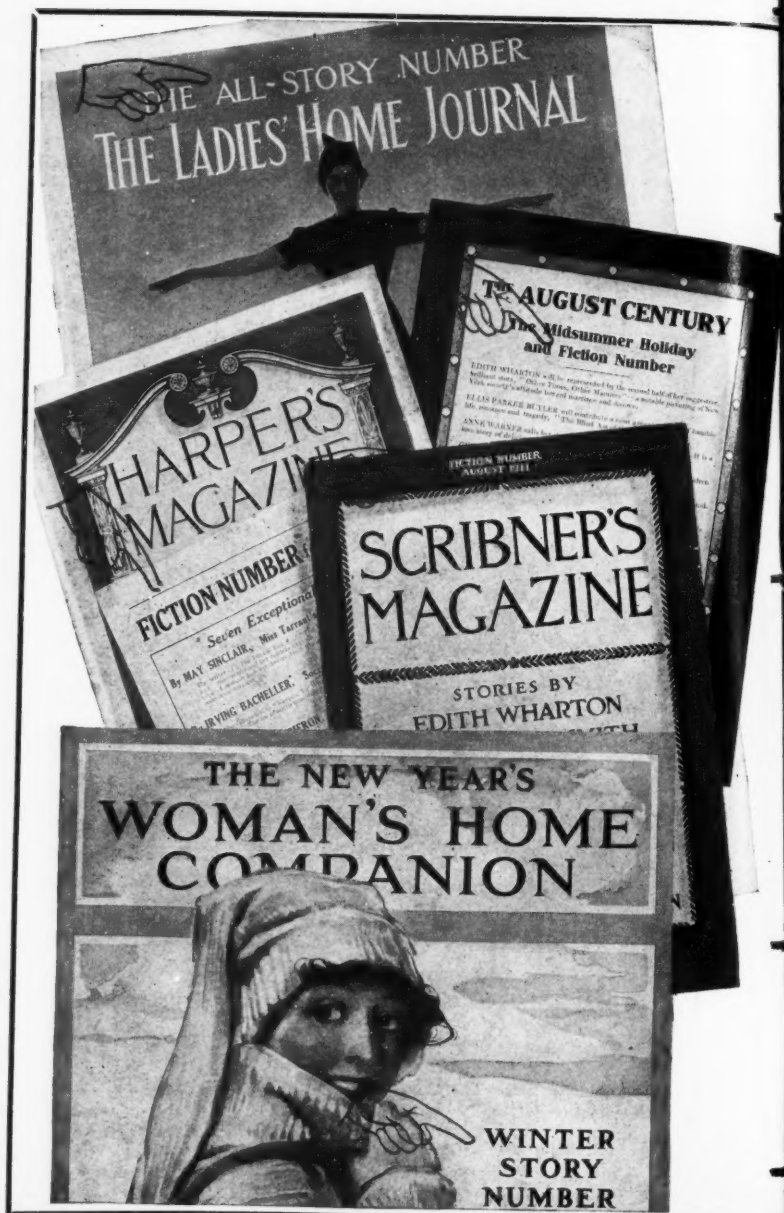
the modern development of the near-city home

"Model stock and poultry farms may be found all over the country; we are only now beginning the attempt to provide similarly for the breeding of 'blooded' citizens."

"The New Suburb" number will contain valuable suggestions for all city officials, boards of trade, civic associations, architects, engineers, landscape architects, contractors, and, in fact, every one interested in suburban development or suburban life.

Forms close June 3^D

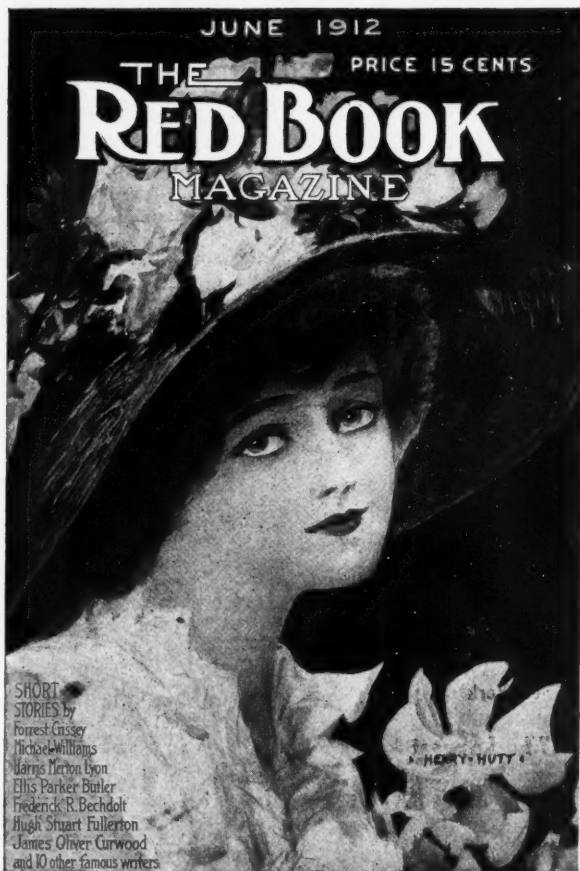
\$250 per page flat



The demand for the twelve issues each year of

The Red Book Magazine

is the same demand which causes the publishers of leading "general" magazines to issue at least one special Fiction Number every year (see opposite page)



THE REMEDY FOR SUBSTITUTION



Instead of letting the consumer wander blindly from shop to shop looking for your article, accepting finally a substitute, this sign stops him at a store that carries nationally advertised goods.

Good Housekeeping Magazine, by its influence with dealers, has had this sign put up in store windows in 1,304 cities and towns, and the good work is still going on.

The demand your advertising creates is concentrated by this sign at stores the most likely to have your goods, therefore the least likely to foist a substitute on the customer.

This is but one of the many forms of Service to Advertisers rendered by

Good Housekeeping
Magazine

New York

Boston

Washington

Chicago

The Largest Class Publication in any Field

RATE: \$2 PER LINE

House, with an address of welcome by the Hon. O. B. Colquitt, governor of Texas, who among other things reminded the delegates that for a long time to come Texas would have territorial "space to sell." Mayor W. M. Holland also extended the hospitality of the city.

MARKED GAIN IN MEMBERSHIP

In his annual report President Coleman said that in the year the clubs had increased from 99 to 130, and the individual membership had risen from 5,776 to 9,781. Among the new clubs is the Woman's Publicity Club, of Boston, the first organization of its kind ever formed. He spoke of the close co-operation prevailing in the national work among the leaders in every part of the country. Tribute was paid to the president's associates and co-workers. The valuable work of the educational committee was also recognized. The national vigilance committee, of which Alfred W. McCann, of New York, is chairman, had been appointed late in the year, and so had been unable to formulate its plan as yet. The work of PRINTERS' INK in advancing the vigilance committee movement was pronounced most effective.

President Coleman remarked that he had found the office of president anything but a sinecure. In eight months he had been called upon to make fifty-eight addresses and travel 32,000 miles. It was perfectly evident to him that no man who has anything else to do can be expected to carry this constantly increasing load. Some way would have to be devised for dividing up the work. He proposed a plan with the unanimous recommendation of the executive committee. The recommendation was for: first, a finance commission of five; second, a publication commission of three; third, a commission of five on division conventions; fourth, a commission of three on individual and club membership. The publication commission in consultation with the secretary is to outline policies and

plans for the development of the *Voice*. The last commission is to see what limitations on membership may be adopted that will raise the standard of the association's work. The fact that thirteen of the clubs dropped out during the year had some bearing on the matter.

The secretary, P. S. Florea, of Indianapolis, reported total receipts of \$13,926.87 and total disbursements of \$13,481.36. He said that the pre-convention advertising in the *Voice* always pulled it out of the hole created by the deficit incurred during the balance of the year. The *Voice*, he said, should be a money maker for the association. It was not a competitor of any other advertising journal in the field, nor did it desire to become such.

The report of Treasurer G. D. Mekeel, of Minneapolis, practically duplicated Secretary Florea's as to finances.

A telegram was received from the National Piano Association congratulating the A. A. C. of A. for its work in behalf of honest advertising. The morning session concluded with an address on "Organization Needs of Retail Advertising," by Julius Schneider, advertising counsel of Chicago *Tribune*.

LUNCHEON "AL FRESCO"

Autos were then taken for a ride through the attractive outlying parts of the city to the handsome home of the Dallas Golf and Country Club, one of the finest and most expensive buildings of its kind in the country. An *al fresco* luncheon was given here in honor of the delegates and the ladies by the Dallas *News*. This was made memorable by the felicitous and witty presiding presence of the toastmaster, Sam D. Dealey, of the Dallas *News*, and the happy two-minute responses of a score of the leading visitors.

The automobile parade proceeded for the first mile or two between ranks of cheering thousands. Dallas and its environs can muster some three thousand motor cars. There were more than one thousand in the parade.

Many of them were decorated and in half a dozen of them the Toronto admen, decked out in Highland gala dress, white coats and kilts of royal plaid, with two pipers and a crack drummer of the Forty-eighth Highlanders of Canada, attracted the greatest attention.

Amusingly enough the bravest of the Braw Hieland men turned out to be Big Fred McJunkin, the Texas ranchman who helped along things last year at the Boston convention.

One of the striking features was the caged California black bear which the Advertising Association of San Francisco had brought along with them. The cage was surmounted by two half life-size gilded effigies of a bear and the whole was labeled, "It's a bear." There were also a couple of lions and a leopard from a menagerie in the parade.

The afternoon was put in so pleasantly at the Couuntry Club that it was after 4 o'clock before the session was resumed in the Opera House. This was devoted to hearing reports of committees. First came the educational committee under the chairmanship of Herbert S. Houston. Short talks were given by a dozen or so. O. R. McDonald, of Des Moines, described how the Ad-Men's Club had built up its organization by weekly luncheons, monthly dinners and frequent round-table talks to supplement the national educational course.

Mr. MacCreedy, of Toronto, said that his club's work was along almost exactly the same lines as that of Des Moines and was accompanied by the same kind of results. Mr. Ayer, of San Francisco, described the rise and progress of the movement there. St. Elmo Massengale, of Atlanta, suggested that the newer clubs might even be willing to pay something for the instruction they needed if they could not get it otherwise. Edward S. Shay, of Baltimore, told how the "How" and "Why" talks of his club had, with other means, built the membership up from twenty-five to 420 within two and one-half years

and made advertisers of local men. The lantern slide propaganda was sketched by Llewellyn E. Pratt, of New York, and warmly commended. Fourteen clubs had used the slides and the lecture prepared by Dr. Strong and Professor Parsons, of New York. Other speakers urged the educational committee to extend this work into the Y. M. C. A. field.

FOR "BOARDS OF ADVERTISING"

Mac Martin, of Minneapolis, insisted that the right kind of an advertising man must have general experience, specific education and moral character. These requirements are not universally admitted to be necessary. "All that is necessary to be an advertising man to-day is for him to admit it." He offered a resolution, which was referred to the educational committee, that the chairman of that committee be instructed to appoint a committee to investigate and submit a model plan of boards of advertising which shall issue certificates to those who pass examinations on moral character, general experience and special education and revoke the same for dishonesty, incompetency or unprofessional conduct.

Mr. Houston then reported for the educational committee. The clubs, said he, which have taken up the educational course seriously have profited greatly. The experience with the lantern slide lectures has been referred to. The majority of clubs which used them were in favor of their continuance and development. The committee asked for a division on Mr. Martin's resolution. The lecture trips, and especially that of S. Roland Hall, were referred to with commendation. They were, however, very expensive and must be further considered before being continued.

A recommendation was made that a strong publishing committee be appointed to develop the *Voice* into a publication that should not only pay its own way but yield a substantial fund for the support of club work. A resolution committee was appointed headed by S. C. Dobbs, of Atlanta.

The paper of H. D. Robbins, of N. W. Halsey & Co., New York, on the work of the vigilance committee of the Advertising Men's League, of New York, was listened to with great interest.

A very interesting suggestion that provoked some discussion was made by K. S. Finley, a department store proprietor of Quebec. His house had deposited \$1,000 in the bank to go to charity if any body could convict his advertising of false or fraudulent statements. He made the recommendation that retail advertisers, or, indeed, any advertisers, be invited to deposit \$100 with the A. A. C. of A. and receive the A. A. C. of A. guarantee and trade-mark, the money to be forfeited if confidence were abused. He pointed out that if many advertisers contributed, a large fund would be created, the interest of which might be used by the vigilance committee to forward its work for honest advertising. Mr. Triggs suggested that it would be easier for an advertiser to give a bond and pay the interest annually rather than to pay down \$100, which to many small advertisers would be a hardship.

Gerald B. Wadsworth, of New York, offered a resolution drawn up by Sherwin Cody, of Chicago, asking the educational committee to take steps to consult with educators concerned with commercial education and with chambers of commerce with a view to arranging some method of issuing certificates or diplomas to competent advertising students. Leroy Simpson, of St. Louis, told how the ad club there had cleaned out one rascal and saved the city \$50,000 a year.

The discussion was of a highly interesting and instructive nature. The evening session at the Opera House was devoted to "Municipal, State and Sectional Advertising," with the speakers Lucius E. Wilson, secretary Detroit Board of Commerce; Col. Henry Exall, of Dallas, president Texas Industrial Congress, and G. Grosvenor Dawe, of Washington, manager of the Southern Commercial Congress.

"Quality" Circulation

A newspaper headline of recent date read,

**"TRADESMEN RISE
IN MASS AND SUE
RICH COMMUTERS"**

The millionaires wouldn't pay their bills!

The circulation of The Ladies' World is a *paying* circulation.

There is food for thought in that headline.

THE
LADIES' WORLD
NEW YORK

ATTACKING THE PRIVATE BRAND FROM THE WRONG ANGLE

REASONS WHY THE CAMPBELL BILL WOULD HURT ADVERTISING INTERESTS VASTLY MORE THAN IT WOULD HELP—MANY LARGE ADVERTISERS ARE NOT THE ACTUAL BONA-FIDE MAKERS OF THE ARTICLES THEY ADVERTISE—TO PUT THE MANUFACTURER'S NAME ON THE GOODS WOULD TO SOME EXTENT CRIPPLE THEM

By O. C. Harn,

Adv. Mgr., National Lead Company and
President, Association of National
Advertising Managers.

A jobber is a man who puts up a job on you. That's the idea of the average national advertiser. And no wonder.

When a fellow accepts the job of distributing your canned peaches, or chewing gum or scissors and then sells his own peaches, chewing gum or scissors whenever he can, leaving yours to trail, it makes you hot and no one can blame you if you say a short, staccato word every time you see a jobber.

Every nation-wide advertiser feels he has a personal grievance in this matter.

No wonder, then, that when Congressman Campbell, of Kansas, introduced a bill in the House which was heralded as a means of putting a crimp in the private brand pest, a host of manufacturers should rush to its support in great glee.

Much has been said for the bill and little if anything against it. Yet much might be said against it, among which the strongest charge would be that the bill threatens great injustice to a class of worthy advertisers, *without accomplishing what the advocates of the bill profess to desire.*

This bill, officially designated as H. R. 16844, provides, to put it very briefly, that every manufactured product entering into interstate commerce must bear the name of the actual maker. It will readily be seen how this bill is expected to "hand one" to the private-brand jobber. First, it is ex-

pected that it would cut off sources of supply, for certain manufacturers would not care to be known as makers of the goods put out under the jobber's name. On the other hand, in many cases the shoe would be on the other foot and the jobber would not want his public to know where he got his supplies.

In both classes of cases there are undoubtedly individual instances where it would be a mighty good thing to smoke out the facts.

It must be admitted that if a manufacturer of respectable reputation were making a deleterious article to be sold under an unscrupulous jobber's name, it would be a gain to society to be able to show him up or else make him stop his two-faced game.

So, too, it might be a good thing to expose a jobber who was putting his name and prestige behind the product of a sweat-shop or other unworthy factory.

In fact, it is the sweat-shop product and prison-made goods which you will find the advocates of the Campbell Bill talking most loudly about. These are the features which would arouse a popular demand for the bill if anything could. I doubt if much popular clamor could be drummed up for crippling a part of the jobber's business just because some of us didn't happen to like his competition. But let us deal with the prison and sweat shop as a separate problem later.

Now, what would the real effects of the bill be? Would the jobber be smitten hip and thigh as the promoters of the bill hope, and, if so, would any unintentional injustices attend the operation?

To answer the first question we will have to inquire into present conditions. Take the grocery trade for example. The jobber carries the nationally known brands of canned goods, coffee, tea, cocoa, condiments, etc., but generally these days he also offers to his trade his own brands of the same class of products.

In the case of the latter he buys of some manufacturer, either in bulk for packing and labeling on

The Baby and The Ladies' Home Journal

Thousands of babies are being fed, bathed clad and cared for by correspondence for two years after birth by a prominent children's hospital authority in New York, commissioned by the THE LADIES' HOME JOURNAL to take care of its questions from young mothers.

The progress of each of these babies is charted by this hospital authority, and individual reports with full advice and instructions are sent to the mother covering all questions concerning these babies, from the temperature of the rooms in which they sleep to the intricate problems of their feeding.

There can be no more striking example of the woman's faith in THE LADIES' HOME JOURNAL than the appeal to it for help from its young mothers. There is no gratitude so substantial and lasting as this gratitude of the woman toward THE JOURNAL when it has helped her with her children.

The importance of the part that a magazine plays in the real lives of its readers is the chief factor in determining the quality of its value for the advertiser.

A magazine that on the one hand reaches more than 1,750,000 women who bring to it on the other such intimate problems as the rearing of their babies, possesses the quantity of the quality which the advertiser needs.

The Ladies' Home Journal	The Saturday Evening Post
Circulation, more than 1,750,000	Circulation, more than 1,900,000

his own premises, or all packed and marked by the manufacturer with labels furnished by the jobber.

Suppose now the Campbell bill passes and the manufacturer's name must go on the goods in addition to that of the jobber. Except in the case of the prison-made goods, the jobber is not likely to be injured. The average jobber is known to his section mostly as a jobber. No one thinks of him as necessarily manufacturing the goods sold under his name. The same with retailers who have private brands. People who buy the jobbers' brands do so, in the first place, because the retailer has them for sale, and thereafter because they are satisfactory. I doubt if the average buyer ever gives a thought as to who is the actual maker of a product which he uses. He may assume in a passive way that the concern named on the package is the maker, but he has no active brain-agitation on the subject. I'll discuss that more fully later.

Now, supposing that the name, either of a well-known and respected manufacturer or of an unknown producer, suddenly appears on the label, thus:

ATTIC BRAND PEACHES
Packed by John Smith & Co. for
DAVID JONES

or thus:

DAVID JONES
BONBONS
(Huyler's)

what difference could it make? In the case of the unknown Smith & Co. practically none; in the case of the favorably known maker of a great boost to Jobber Jones' prestige.

"Huyler wouldn't do such a thing," says one. No, Huyler wouldn't (or doesn't), but some high-grade manufacturers do. But that is neither here nor there. The point is that at best the private-brand jobber would be benefited and at the worst he would be absolutely unaffected by the bill.

"You forget," the Campbellite may persist, "that the manufacturer who advertises part of his product over his own name would

cease to make stuff for the private-brand business if he had to put his name on it."

Suppose he does. Will that put Mr. Jobber out of business? Not in a hurry. There are too many other manufacturers (in most lines of trade) hungry for business—many who would be glad of the orders and the free advertising which their name on the jobber's goods would give them.

Wherein, then, will the bill be likely to put a crimp in the private-brand business of which the national advertiser so bitterly complains?

THE CONCERN THAT DOES NOT MAKE ITS OWN GOODS

But there is another kind of business concern which this bill would affect much more than it would the ordinary private-brand jobber. It is the concern other than the ordinary local jobber, which *markets under its own trade-mark an article which it does not itself manufacture*. There are many such concerns and some of them, instead of being small and local, in competition with bigger, nation-wide advertisers, *are themselves nation-wide advertisers, of greater size and prestige in every way than some of their manufacturing competitors*.

We find examples of this class of merchandising in many fields from textiles to hardware; from machinery to toilet preparations.

In such cases there would be a decided injustice in allowing the real manufacturer's name to appear on the goods. The advertiser has spent thousands, maybe millions, to popularize the line of goods sold under his protected trade-mark. He has dealt fairly with the public. He has furnished reliable goods of uniform quality. He has cheerfully rectified mistakes and exchanged goods when defective (for individual articles even of a good line sometimes are imperfect). Now after all this expense, enterprise and intelligent effort the Campbell bill, in effect, proposes to say: Mr. Obscure Actual Manufacturer, we will let you reap the result of all this

When he hands you a Nut Sundae—

across a marble counter you don't pronounce him "salesman," do you?

No, he's a "dispenser"—says so himself.

There have been and are now too many "dispensers"—too few salesmen—among the ads in technical and trade papers.

Hence the copy departments on the staffs of big publications in those fields.

Better copy has been one secret of the success of the Hill Papers.

Here are these five powerful weeklies reaching into the heart of the industries they represent—reaching the men behind the orders—gripping their "bread-and-butter" interest with intense force. There are no better mediums on earth than these for manufacturers whose products "belong."

But the *copy* must be right; and more, the idea and plan must be back of it.

That's what we mean by

THE five great quality circulation engineering papers of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 7,500.

Make-It-Pay Technical Advertising

The MAKE-IT-PAY DEPARTMENT will take hold of any proposition that can be profitably advertised in a Hill Paper and analyze it thoroughly, find its selling and advertising possibilities, devise a plan and write the copy.

In other words, they'll show you a campaign before you buy space that will make it pay *you*.

Fifteen people, expert in the various branches of advertising and selling, will focus their know-how onto *your* problem and, with your co-operation, render a report to fit your conditions.

No charge—no obligation—nothing beyond the price of the space if you decide to buy.

Do *you* want details?

Hill Publishing Co.
505 Pearl Street New York City

work of Mr. Enterprising Seller, by announcing to every purchaser of his goods that you are the *real* maker. If you are wise you will wait until your name has been on his goods awhile, then you will get busy and begin to reap your harvest at a fraction of the outlay which it would otherwise cost you to make your name known as a maker of that class of goods. It's a cinch.

That would be fine justice, wouldn't it?

The advocates of the Campbell bill may say: The owner of a trade-mark but with no factory has only himself to blame. That is not a safe way to do business.

Well, perhaps not if we are going to let Congress pass confiscation acts; but under conditions as they have existed till now the plan of *hiring* a factory seems to have been pretty satisfactory.

In fact, the only person who has suffered by this system seems to be the *unknown manufacturer* who has let these wide-awake factoryless merchandisers get too much of a grip on his output. He has sometimes been pinched; but why should the Campbell bill be rushed to his relief? Nothing short of a rider to the general appropriation bill, providing for a free distribution of brains would do him any good.

THE MAN WITH A BRIGHT IDEA

There is another factoryless live-wire to whom the contemplated law would be a great injustice and, in handicapping him, enterprise would be greatly discouraged. I refer to the man who has a bright idea and money enough to promote its sale but not enough to build a factory. In fact, in many such cases to build a factory would be bad business economy, no matter how great the resources.

Take as an example some small, useful specialty to be made of glass. The natural and sensible thing to do at the start would be to have an established glass manufacturer make it on contract. It would be foolish to burden the little novelty with all the investment charge and other overhead ex-

pense of a complete glass factory, only a part of whose possibilities could be utilized.

Yet to put on this specialty the name of the actual manufacturer who might contract to make it would be to give to the public a *false idea as to the concern responsible* for the article and to the glass manufacturer an undeserved credit in the minds of the public for its production.

As a matter of fact the whole agitation, so far as it pretends that the consumer will be benefited by giving him the name of the manufacturer as well as the seller, is based on a fallacy.

The consumer has no interest whatever in the question as to who is the actual manufacturer. What he wants to know is: Who is *responsible to me*? If the seller accepts that responsibility, there the matter ends. If the seller will not, then the consumer wants to go farther back.

And when you come to think of it, who is the manufacturer?

Who is the manufacturer of those magazines, the publishers of which have no printing plants? Do you or I who read them care what printer actually owns the type and presses? Do we care whether that printer pays his bills or not? We are interested only in the man who is responsible to the subscribers.

Who is the real manufacturer of that food product we have on our table? Is it the man who owns the four walls within which it is prepared? Not necessarily. The manufacturer might rent. Is it even the man who owns the machinery, buys the raw materials and sits in the front office and dictates letters? It looks to me as if the men or women who cook it or otherwise prepare it down in the factory are the real makers. But do we care to have their names on the package? No, and neither are we interested in having their boss's name on it, unless he happens to be the fellow whose guarantee goes with the goods.

When we dine in a hotel or restaurant does it make any difference to us whether or not the bread or pastry is baked on the

Increasing Sales Efficiency in Special Localities

Newspaper Advertising—The Modern Market Maker

The distribution of advertising in relation to sales is a problem which confronts the national advertiser. Undoubtedly if more attention was paid to sales geographically, or by sections, and the advertising linked up with territories which needed this assistance most, greater returns would develop and the manufacturer's selling cost would be correspondingly reduced.

¶ This is the opportunity offered the manufacturer who uses newspaper advertising—the most efficient sales accelerator for special localities. In Montreal, Philadelphia, Washington and Indianapolis you can bring your sales efficiency up to high water mark, get full co-operation from the trade, and reach a majority of the consumers through the medium of the following high grade *evening* newspapers:

The Montreal Star
The Philadelphia Bulletin
The Washington Star
The Indianapolis News

¶ Each publication has a sales value of great worth to the manufacturer who wants to sell more goods in these jobbing centres. Analyze your sales in these markets and determine for yourself whether or not you are getting all the business that you ought to get. If I can assist you in clearing your mind regarding some point with relation to newspaper work in these cities command me. Request for interview will receive prompt attention. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

premises? We patronize the place because the proprietor serves good bread and we know we can register our kick to him in case our rolls are stale.

The whole value of a trademark to a consumer is to identify the goods he is looking for; and the whole value of having the name of the owner of the trademark on the goods is to know who stands back of them.

The real manufacturer is of no consequence.

But the private-brand jobber is a pirate and should be suppressed for the good of *general business*, maybe the Campbellite says.

That suggestion undoubtedly comes from the heart. But as I have pointed out, the private-brand of the local jobber will not be eliminated by any such means as the Campbell bill. Instead, that bill would merely crush, or at least handicap, enterprises, just as legitimate as those you or I represent.

The *Saturday Evening Post* recently published a brief editorial advocating the passage of the bill with a flossy, offhand, now-that's-settled sort of an air which might have been more convincing if it had not been so evident that the editor did not understand the bill.

In brief, the editorial drift was that no arguments could be adduced for "anonymous" goods; therefore the buyer should always know the maker!

This, I fear, is about as good reasoning as many advocates of the measure have used. The fallacy, of course, lies in the unexpressed second premise, which, if stated, would have read: "A manufactured product is anonymous unless it has the name of the maker."

Such a premise is false, as I have shown, therefore the *Post's* conclusion is false.

What shall we say about the spectacular and sentimental appeal for the bill based on the prison and sweat-shop evil? I am not at all sure that it would be a good thing to cripple all penal institutions in their efforts to be self-supporting by labeling all their products prison-made.

Would it not be as sane to see that prison-made goods are just as sanitary and good as any?

But, assuming that it would be a good thing to mark prison and sweat-shop products, why pull down the house on good and bad alike in order to kill the bad? Why insist on searching all the occupants of a room when the stolen goods are plainly to be seen sticking out of the pocket of one man? Why put the actual maker's name on the goods where no good and much injustice may be done in order to catch a few easily located offenders?

WILL CREATE CONFUSION

Finally, the Campbell bill will create untold confusion, so much so that I doubt if it could be enforced. Supposing that the seller of a lubricating oil should sometimes buy of the Standard Oil Company, sometimes of a competitor, and mix them indiscriminately in a tank. Which refiner's name should go on the seller's can? Perhaps both, and a lot of good that would do the public!

Suppose an automobile maker assembled the machine, I presume each part would have to be labeled by the actual manufacturer, or else the whole machine be tagged with a plate like the medallion on a public building, honoring everybody from mayor to contractor.

Who is the "maker" of a blend of coffee?

I presume if a druggist should sell a bottle of witchhazel extracted in another state, he would have to put on the bottle the man's name who extracted the juice; but if he put some glycerine in it also, who, then, is the "maker"?

A book is a manufactured product, I assume. But supposing a publisher has the linotype work done in a distant city (as is often done) the electroplates made by another concern, the press-work in the publisher's own city by one concern, and the binding in still another plant. Who is the actual maker?

The Campbell bill cannot do the consumer any good.

The Campbell bill will do great injustice to established and worthy business.

The Campbell bill will not correct any evil which may exist in the marketing of private local brands.

The Campbell bill is not the right bill to reach prison and sweat-shop goods.

The Campbell bill is impossible of enforcement on account of uncertainty in application.

The Campbell bill ought to be killed.

STRENGTH VS. EXAGGERATION

Bang! Bang! Red Fire! Fire Works! Twenty years ago advertising of this style was considered good. It was perfectly proper to have a shrieking broadside reading "Dr. Skinem's Pills are the best in the World," adorning (?) some mammoth barn. Nor was it extraordinary for "Black Frog Butter" to say "A pound of Black Frog Butter" spreads so much further that it lasts *four times* as long as the regular kind."

But those days are past—almost. People are "advertising educated." Still there are some merchants—fellows who are living not in the present but twenty years back, who think that the wheels of business cannot be lubri-

cated unless they make wildly overdrawn and ridiculously exaggerated statements in their advertising.

Now a strong statement need not necessarily be an overdrawn statement. For instance, Pratt & Lambert, advertising "61" Floor Varnish say, "Send for a sample panel finished with '61'—hit it with a hammer—while you may dent the wood, you can't crack the varnish." This statement, while strong, is not exaggerated because it is true, and Pratt & Lambert offer the sample panel finished with "61" Floor Varnish so that the consumer may make the test for himself. Thus, this statement will have the serious attention of an intelligent public. Seldom will you find an old reliable house exaggerating in its advertisements. These usually reflect the house and its steady, reliable and honest way of doing business.

Suppose a varnish firm should come out with this statement about floor varnish: "You can't wear it out." That's an example of the overdrawn spread eagle type. Anybody with common everyday horse sense would know that statement was false. Of course, you can wear it out. Anything will wear out in time—iron—steel—anything. However, a good varnish will not wear out as quickly as a poor one. When a manufacturer or a dealer makes an absolutely unreliable statement like that he stamps himself, his proposition and dealings as unreliable.—From "Selling Power," house organ of Pratt & Lambert.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

D'ARCY TALKS AT DALLAS ON AGENCY ORGANIZA- TION

PLENTY OF ORGANIZATIONS TO TELL THE AGENCIES WHAT THEY MUST DO, BUT NO ORGANIZATION OF AGENTS TO DETERMINE WHAT SHOULD BE DONE—AN ADDRESS DELIVERED AT THE DALLAS CONVENTION IN THE DEPARTMENTAL SESSION OF GENERAL AGENTS, MAY 21

By *W. C. D'Arcy*,
President, D'Arcy Advertising Co., St. Louis.

I predict that you will read of a chaotic condition in the agency business if we do not sooner or later—and sooner, if you please—form an organization to further our best interests.

The improvement in the agency business in all its branches has been something wonderful; something that has kept better pace with progress than any other branch of advertising; something that makes progress; but, we have forgotten, in our satisfaction with success, to organize and so intensify our ability to give service to our clients and ourselves. While advertising starts by organizing men, causing them to put up money to start an institution that may be local or national in its scope, while it will organize sales departments, while it will organize a buying public so that by the same majestic influence of an advertisement the pocketbooks full of ready money are open, the inside power of all this activity, the agency men, have failed, in their effort to help the other fellow, to organize themselves. What's the reason? I don't care why it has not been done—I say that *now it must be done*. The time is here to provide that organization and that insurance in our business that every other business enjoys.

Mr. Presbrey has done a great deal to start the ball rolling in the direction of forming an organization or society of agencies. There are many other agency men in different parts of the country

who have done their parts. Those gentlemen are present. The time is here when it behooves those in charge to designate at once a committee to formulate plans so that within an acceptable time a meeting may be called at some convenient point, where a permanent organization can be crystallized.

What have others done? You are all familiar with the Newspaper Publishers' Association, which has been in existence for a good many years. They have done wonderful things. The most important of their later achievements being the way they have handled the labor troubles with individual publishers, the way they are handling the matter of paper, its price and production, and the way they have done an endless lot of things that directly or indirectly affect the agency business as it is at present organized, or rather *not* organized.

The Press Association in its field is a power, and works for the uplifting of things in general that affect the daily newspaper, and, indirectly, our business. Take the Quoin Club, and what they have done, and what they say we must do. Organization is at the bottom of their power.

I do not wish to be misunderstood in referring to any organization, that I am doing anything else than approving of its general principles, but is it reasonable that we should produce business and give it to the fellow who must come to us for an order, always at terms which he alone dictates? Shall not we meet these organizations on a common ground, and agree with *them* rather than to their demands? Is it not reasonable that we should be, within ourselves, governed by a code of ethics, by a set of by-laws that govern the general conduct of the agency business? Shall we not be protected against the coming of evils into the business in general as they affect us? For instance, the coming into the agency business of unstable individuals, in protecting us on the question of credits,—a vital one.

Probably the credit of being the

Brooklyn, Queen of Home City Markets

Are the families you desire to sell the kind that send their children to college if they can afford it?

There are more of such families in Brooklyn to the thousand of population than in any other city of large size. President Fuller of the Brooklyn League estimates that there are about 3,000 Brooklyn sons and daughters at large colleges and universities like Yale, Harvard, Cornell, Princeton, Vassar, Columbia, Smith, etc.

There are 368 undergraduates at the two local colleges, Adelphi College and Polytechnic Institute; while the famous Pratt Institute has many hundreds of students. There are 112 schools and educational institutions of various sorts in Brooklyn.

People who believe in education are invariably faithful readers of newspapers—particularly such as the Brooklyn newspapers, which give much space to home, social and educational topics.

You need the Brooklyn newspapers to tell your good story about your goods to such people. They are big earners and big buyers, and the quick, cheap way to reach them is to advertise in

Brooklyn Standard Union

Brooklyn Freie Presse

Brooklyn Citizen

Brooklyn Daily Times

Brooklyn Daily Eagle

Only Brooklyn Papers Cover Brooklyn Homes

oldest organization of advertising men belongs to the bill posters, originally named bill stickers, more or less despised individuals as they originally appeared in England. To-day this is the best organization of advertising men, with a membership of 3,500, and from my intimate knowledge and association with some of the big officials, I am of the opinion that there is no stronger trade organization in America, either as affects the advertising business or any other pursuit. There is a degree of harmony and undivided purpose for the bettering of the business in general that would be a mighty good pattern.

Again, advertising deals, first and last, with money, and in this connection we might take notice of the Bankers' Association. They not only look after their immediate needs so far as the conduct of their business is concerned, but they watch every condition of business, of legislation, local and national. They are constantly doing things by committees to effect a better and easier condition, so that the individual members may better know how to increase the business in each of the large and small communities where banks are used. There is an entire change of views affecting every phase of the banking business, periodically. There is an aggressive organization of the kind of men who do things, that represent the biggest interests in this country, directly and indirectly, and it is a pleasure and an aid to go over their records, read their addresses and review, generally, the work of the association since it was formed in Missouri in 1875.

CLEARING HOUSE OF IDEAS

I am positive that if we had a convention or meeting of agency men alone, we would have an expression of opinion from various parts of the house as to what each of hundreds of different organizations had been able to accomplish. When you realize that this stored-up information could be tapped at a second's notice, it

is not hard to see that we would have sufficient data to build an association that would have its effect on the whole broad advertising business and regulate its conduct and improvement not only in this country but abroad. I would like somebody to answer me successfully and show why we agency men should sit still in different parts of the country and read the views expressed by different organizations as to what they are going to do with our business. Will somebody tell what they are going to do to investigate this or that institution, what they are going to do to regulate our growth, what they are going to do to minimize the assistance that we have been and always will be to manufacturers; what they are going to do, for instance, to those agents who have extended, in times of need, that all important financial assistance which has enabled the manufacturers' advertising bills to be paid promptly, and to give him life in order that he may increase the knowledge of his goods and his business, and, incidentally, continue to use the media that are laying down rules of conduct for the powder that shoots the gun.

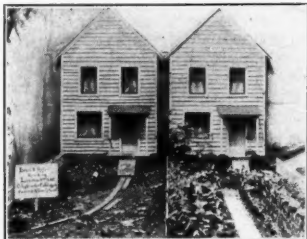
Why are we going to let the other fellow tell us how to run our business, when his money is in some other line? Are we going to sit up and permit these Boards of Directors assembled, probably, for another purpose, to incidentally consider our excuse for being in business, and then tell us how to run it.

Frankly, it reminds me of the doctor who feels called upon to prescribe for a man who is sick in another city. When he is just simply told that the fellow is ailing. He is absolutely without information as to whether it is lumbago, toothache or heartache. Is it reasonable to suppose that he is the right man to dictate the prescription? I do not think there is any further reason why we should stand up here in the dignity of our individual organizations and let others tell us what to do and when to do it.

NOVEL WINDOW ADVERTISING FOR SEEDS

The seed business presents many unique and interesting problems to the advertising man. Not only has the public to be educated to freely use the seeds and plants offered, but it likewise has to be told how to plant them and how to tend them. If possible, it should be shown what the final results will be if suggestions offered are carried out.

Few pieces of educational advertising have proven as effective as a recent window display of a prominent Western seed house. Two "dummy" house fronts were constructed to form the back-



UP-TO-DATE "BEFORE AND AFTER" AD

ground of the scene which represented two house yards. One showed the type usually met with in towns and cities. The other one showed what a small amount of money, properly spent in connection with a few hours' work each day, would do in identically the same yard.

The marked contrast between the two yards made more converts to gardening than hours of talking and weeks of newspaper publicity alone could have done. To listen to the comments of the people who stopped and looked, would have been a treat for any advertising man.

A. H. Ludwig, who has had about six years' experience in the Western field, representing various publications, has joined the Chicago staff of Paul Block, Inc.

The *Poster* predicts that by 1915 there will not be a wooden billboard in this country or Canada.



A group of National advertisers some time ago solemnly and wisely discussed the purchasable quality of advertising. They asked themselves specifically whether advertising was or could be made a purchasable and tangible commodity.

And there were many opinions.

Then a little man got up and modestly remarked that the things they had all been talking about were not advertising; simply space and circulation—a couple of the articles of crude material that with other things entered into the making of advertising.

He illustrated with a simile: Tubes of paint, a palette, brushes and a piece of canvas didn't constitute a painting that was a work of art, nor did some kinds of manipulation of them reach that end either. Used by some the result was a worthless daub, by others a priceless object.

His point was obvious; he realized it and sat down.

He might have gone a step further with profit to his hearers. A painting hid in a garret may be a wonderful and valuable work of art, but the strongest and best piece of copy ever written lying beside it, wouldn't be advertising.

But reproduce it in the newspapers of the land and it becomes advertising, for that very day every intelligent man and woman will see it, handle it and absorb its message, because habit and necessity have made every intelligent man and woman a regular newspaper reader.

Would you pick certain spots because of particular demand or the fitness of things? The newspapers make it easy. Would you feel your way carefully and with economy? The newspapers offer the opportunity.

We represent newspapers of known circulation. They furnish a definite, tangible, purchasable advertising constituent in a score of prosperous cities of the land, and it is our business to supply you with every gatherable bit of useful information relating to them and their fields, any time, any where.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
 Brunswick Bldg., New York; Tribune
 Bldg., Chicago; Chemical
 Bldg., St. Louis.

RETAIL ADVERTISING DIS- CUSSED AT DALLAS CONVENTION

MERCHANTS ARE SPENDING NEARLY HALF A BILLION A YEAR—THEIR PROBLEM NOW RECEIVING THE ATTENTION ITS IMPORTANCE DESERVES—WHAT ASSOCIATED CLUBS MAY DO TO HELP—ADDRESS READ BEFORE RETAIL SESSION A. A. C. OF A., AT DALLAS, TEX., MAY 21

By Joseph H. Appel,

Director of Publicity of the John Wanamaker Stores, New York and Philadelphia.

At a recent gathering of advertising men in New York City, Arthur Brisbane, the \$100,000-a-year Hearst editor, said: "I expect to live to see the million dollar advertising writer—the man who will make for himself a million dollars a year by writing advertisements. He will make a million for himself because he will earn many times a million for his employer."

Note that the reference is not to the man who pays out a million for the publication of advertisements, but to the man who is paid a million dollars a year for writing them.

Brisbane likes to talk in big figures. He is a big man and he does big things. He also has imagination.

But the day of big figures in advertising is already here—for publishers at least—if not for advertising writers. We are fast approaching a yearly expenditure in the United States of a billion dollars—a thousand million—in advertising.

The Business Bourse, of New York City, after a year's investigation estimates that in the United States the annual expenditure for advertising now reaches \$682,000,000.

These figures show the tremendous importance of the business in which we are engaged. Surely they must make us pause in our work and question whether we are expending this vast amount of money carefully, wisely, judiciously and efficiently. For advertising must produce

and not consume wealth. And waste in careless and inefficient advertising brings losses not only to the business world, but to each member of society. In economics advertising is justified only by facilitating distribution and thus lowering prices of commodities. Once it adds to the cost of living it will have outlived its usefulness.

As chairman of the Retail Division of the Associated Advertising Clubs, I wish to present to this convention, in a fair way, the importance of retail advertising. I believe in all forms of publicity, when honest, helpful to the public and in good taste. Advertising by manufacturers and wholesalers, largely done in magazines, has its own able exponents and champions, and needs no defense at my hands. But retail advertising is so much taken for granted, that it has never secured the attention or study that it deserves. Yet, to my mind it is the most important of all publicity. So I will speak my mind freely and frankly, confident that I will not be misunderstood.

Analyzing our annual advertising expenditure in the United States of \$682,000,000 we find that \$270,000,000 is expended in the 20,000 newspapers of the country, \$80,000,000 in the 3500 magazines published in the United States, and the balance in other mediums and ways.

Taking into account these other forms of advertising, such as direct mail circularization, billposting, novelties, street cars, signs of all kinds, trade-papers, demonstrations and sampling, programmes and miscellaneous, farm and mail-order papers, and placing each in its proper class, it is estimated by another reliable source that the

Total annual retail advertising in the U. S. is....	\$410,000,000
Total annual manufacturing and wholesale advertising in the U. S. is.....	272,000,000

This comparison shows that the advertising expenditure of retailers largely exceeds that of manufacturers and wholesalers, yet retail advertising secures lit-

Four Cardinal Points of Mahin Service

YOU can secure thorough, complete, intimate personal service of an organization of eighty-six people in the solution of your sales and advertising problems.

- I Counsel of Medium**—No advertising organization without long and successful experience with *all* kinds of advertising mediums is in a position to advise *for or against* any of them individually or to plan and execute a campaign using them in a combination to best advantage. We have present-day successful customers using one, two or all of the following mediums: Magazines, Newspapers, Street Cars, Farm Papers, Trade Papers, Billboards and Painted Bulletins and Walls.
- II Purchasing Power**—Our ability to use *all* kinds of mediums and our knowledge grounded on experience with them intensifies the value of our judgment as to their respective merits and insures our customers the best price and service that can be secured. Every concession and discount we get goes to our customers. We protect and intensify our purchasing power by refusing to sell anything to anyone from whom we buy for our customers.
- III Preparing Copy**—The work of the best writers and illustrators is enhanced by intimate and confident co-operation with our customers. We prepare data-built campaigns on the conference plan and put the "buying impulse" into advertisements.
- IV Sales Co-operation**—We help the salesmen of our customers plan their own work more intelligently and greatly increase their efficiency by blending the advertising campaign and sales work in a distinctive way to a definite purpose. This feature of our service insures profitable harmony between the selling and advertising efforts of our customers. We have never met a situation in which we could not earn our full service fee on one of these fundamentals, no matter how highly developed the other three might be.

MAHIN ADVERTISING COMPANY



WM. H. RANKIN, Vice-President

JOHN LEE MAHIN, President

H. A. GROTH, Secretary



1004 Monroe Bldg. Corner Michigan Ave. and Monroe St. Chicago
Newspaper, Magazine, Farm Paper, Trade Paper, Street Car and Outdoor Advertising

tle attention in this national association of advertising clubs, as indeed it gets little attention in any meeting of advertisers.

Why is this so?

Is it because the agency man, who largely prepares and places the advertising copy of manufacturers and wholesalers, is more progressive than the retail advertiser who often prepares his own copy.

Is it because the retail advertising manager, where he exists in a store, is not a free agent, and does not speak out because he is afraid of his master, the retail merchant?

Is it because the retail merchant, himself, except in a few notable instances, is not alive to the importance of scientific and efficient advertising?

Is it because results come so easily in retail advertising in the newspapers that merchants do not yet appreciate how much larger the results would be were the advertising better done?

Is it because newspaper owners and publishers are more sure of holding their advertising patronage than the magazine owners?

Whatever the cause two facts remain: First, retail advertising is not getting its due consideration from this and other advertising bodies; second, this condition is the fault largely of the retail advertisers themselves.

JUDGING THE DAILIES

Considering all its weaknesses and errors, and even eliminating its money preponderance, I believe that the most important advertising in the world being put out to-day is that of the retail advertiser in the daily newspapers.

Judging it by results it is the most productive. Judging it by the information it gives to the shopping public it is the most important. Judging it by its helpfulness to the public in shopping it is the most welcomed. Judging it by its manners it shows great human interest and red blood, although not so much culture as it should. Judging it by its art it falls down, in comparison with

magazine advertising, largely because prepared and printed in a hurry and because of inferior paper and speed presses used by the mediums it employs. Judged by its morals and by its honesty, I am sorry to say, it has not yet reached the heights of magazine copy—but in this respect vast strides have recently been made and they will continue to be made.

The manufacturer can make only as the merchant sells. The merchant can sell only as the people buy. Distribution is the vital part of business. Distribution is largest in the densest centers of population. Advertising, therefore, should begin with the retail merchant in the newspapers that circulate in the densest population.

SINCE ADAM'S TIME THERE HAVE BEEN CHANGES

The United States Census of 1900 shows that the urban population of our country is growing at the rate of 34.9 per cent in ten years. In the same period the rural population increased only 11.1 per cent. If this ratio continues, by 1950 two-thirds of our population will be in the cities and towns.

In fifteen cities alone, counting their suburbs within a radius of 10 miles, is now living 20 per cent of the total population of the United States, and over one-third of the total number of manufacturing wage-earners.

The number of people engaged in the distribution of merchandise, which is the business of the retail merchant, is rapidly growing. In 1870 only 3.2 per cent of the entire population of the United States was engaged in distribution, while in 1900, 6.2 per cent was so engaged, and the 1910 figures, not yet available, will show a larger percentage. In 1870, thirty-one people were served by each distributor; today there is one distributor for each fifteen people. If this same ratio of increase were to continue, in 1976 there would actually be one distributor for each producer!

Of course, the ideal condition of living would be one consumer for each producer. And this condition probably prevailed in Adam's time in primitive barter and exchange when one man caught the game for food while another fashioned the skins of beasts into garments and then the two exchanged their products. But to-day in the complex condition of society the distributor is a necessary and vital link between the producer and consumer.

The ideal medium in which to advertise, would be that in which every reader is an assured purchaser of the product advertised. The nearest approach to this ideal for the advertising of products of general consumption is the daily newspaper, because it offers concentrated circulation in the most fertile selling field—in centers where population is thickest and money most plentiful. In such centers will be found in highest proportion the four essential elements of a sale—the goods to be sold, the dealer to sell them, the customer to buy them, and the money to buy them with.

Merchants in the cities and towns, therefore, who use the daily newspapers, reach the largest percentage of money-spending people in the most direct and efficient way.

Manufacturers and wholesale distributors who wish to advertise their trade-mark goods can reach the same buying classes in the same direct and efficient way by using the same daily newspapers, thus supplementing the selling-efforts of the dealers who handle their goods.

Some years ago I called attention to the enormous waste in the advertising of the day and warned advertisers that the law of diminishing returns would apply to their business if the waste continued. There is such a thing as too much advertising, just as we know there is such a thing as over-production of merchandise or over-expansion of business. There is also enormously wasteful advertising because of wrong mediums chosen, imperfect distribution of the products adver-

What Woman Wants

Does any
advertiser
believe that
there is any
better market
for his goods
than the
woman whose
wants are
measured by
the departments
of the
Woman's Home
Companion?

tised, ineffective or exaggerated copy used in the advertising or for other reasons that students of this new science are rapidly learning. Instead of urging the blind use of large advertising copy in periodicals of wide circulation, regardless of the distribution of the merchandise, advertising counselors should advise careful and discriminating use first of such mediums as reach the largest centers of both distribution and consumption of the article advertised. After this—and only after this—should come the expansion into fields not so thickly populated or where the product is not yet so widely distributed.

RETAILER THE NATURAL ADVERTISER

The retailer is the natural advertiser. Direct to him come the purchasers, buying at first hand. Face to face with him these purchasers ask questions concerning the goods for sale. Of him they ask a guaranty of the goods. If they are not as represented back to him come both the goods and the wrathful purchasers. So far as the customer is concerned the dealer is the only other party to the sale.

Manufacturers of trade-mark goods now stand back of the dealer, but the dealer is the one who meets the customer, who lives and is known in the customer's community, and who must make good every transaction or lose the good-will and patronage of his public.

The retail dealer then is the natural advertiser because he is closest to the consumer. He knows what the people want to know about merchandise. He is always on the ground, has his ear to the ground, and can give to the public the best advertising information.

Retail advertising is born of the people, is for the people, and is used by the people—as their guide in everyday buying.

Retail advertising reflects the needs and desires of the people and gives them their daily market reports and quotations on necessities and luxuries.

Magazine advertising is a great

aid to business, of course, but we could wipe out of existence all advertising of manufacturers and wholesalers, and the world would go on in the even tenor of its way. But eliminate for a day the retail advertising in the daily newspapers and the world, the feminine world, at least, would be in despair.

It is estimated there are a million merchants in the United States. The great majority of them advertise in the newspapers. They advertise, day in and day out to the people in their home towns and cities, for the purpose of distributing the wealth of manufactured products which our great country produces.

The retail merchant is the "man between"—between the producer and the consumer. Upon his free and continued distribution of natural and manufactured products depends the prosperity of the world. When the merchant is prosperous the producer is prosperous and the consumer is prosperous; when the merchant falls into ill times a pall comes over the land. The merchant's function, and the function of advertising, in our economic system, absolutely agree—their only excuse for being is to sell goods, to distribute the world's products, to be the helping hand between the man who makes and the man who uses.

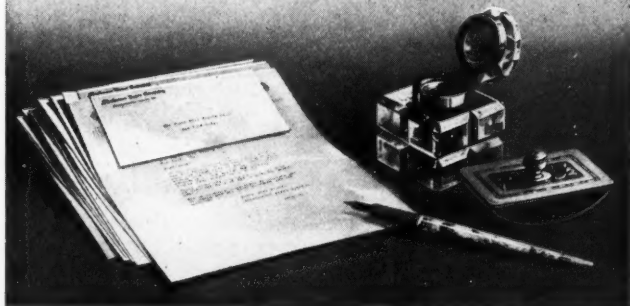
Advertising clubs and associated advertising clubs should therefore begin their good work by upholding and developing the advertising of the retail merchant. Such advertising should have first consideration in all advertising councils and conventions. After the advertising problems of retail merchants are disposed of, and only then, should the advertising of manufacturers and wholesalers be considered, for the latter is plainly secondary to the former.

The ideal of the advertisement writer should be the ideal held by Joubert, the French stylist. "If there is a man on earth," he said, "tormented by a cursed desire to get a whole book into a page, a whole page into a phrase and this phrase into one word—that man is myself."—*Character*.

STRATHMORE PARCHMENT

You will take pride in signing letters written on Strathmore Parchment. They give inviting presentation to your thoughts. Their dignified appearance bespeaks the highest business ideals and begets the deepest consideration. The Strathmore Parchment Test Book sent free on request-or ask your printer.

THE STRATHMORE PAPER CO.
Mittineague, Mass., U. S. A.



✧ The "Strathmore Quality" line includes high caste papers for artistic printing ✧

WORK OF NEW YORK ASSOCIATED AGENTS

WHAT HAS BEEN ACCOMPLISHED IN THE PAST YEAR—EVEN THE SKEPTICAL HAVE BEEN CONVERTED—IMPROVEMENT IN MORAL TONE OF AGENCY WORK—SUGGESTION THAT AGENTS ELSEWHERE ORGANIZE TO PAVE WAY FOR NATIONAL ORGANIZATION—ADDRESS BEFORE ADVERTISING AGENTS' DIVISION, A. A. C. OF A., DALLAS, MAY 21

By William H. Johns,
Vice-president of the George Batten
Company, New York.

When the present association of New York Advertising Agents was being discussed in March and April, 1911, there were many who viewed the prospect of an association that would work in harmony with the greatest of skepticism. Among those, perhaps, I was as outspoken as any. My previous connection with a local association had brought me to believe that a local body of high-tensioned competitors could not be brought about in a way that could result in good. After much argument and persuasion, the firm of which I am a part decided to enroll, as did most of the others who had made objections to the plan. Some basis of organization had to be found that would be fair and free from unjust discrimination. To omit any firm because of the brevity of its life or the small volume of its business, would be manifestly unfair. It was finally decided by the committee on organization that any advertising firm maintaining a regular office in the city of New York, recognized by both the American Newspaper Publishers' Association and also by the Quoin Club, should be eligible for membership.

This gave us a possible membership of sixty-one firms of which forty-seven immediately enrolled. Since that time four other firms have applied for admission and have been accepted and one has applied and been requested to withdraw its application. Any firm that was not a charter member cannot enjoy election to

membership even if it possesses the qualities of recognition by the two associations referred to until it has passed a rigid examination as to its general qualifications for meeting with us.

If our association has done nothing else, I am convinced that it has raised the moral tone and the ethical standard of competition between ourselves. It has put men on their mettle to get business because they deserve it, rather than because they can steal it. We have not achieved the millennium in this by any manner of means, but that we have made progress, and material progress, those members of our association who are present here to-day will bear witness.

Our committee on daily papers is on the verge now of accomplishing two victories, which a year ago would have been considered impossible. There is every prospect that within six months the most of the daily papers of the country will adopt a uniform rate card, which means uniform in size for proper filing and uniform in arrangement for rapid figuring. Second, a uniform discount date which will simplify, if achieved, the bookkeeping end of our business.

Our committee on circulation is preparing forms for magazines and for daily papers. These have not only had the universal criticism, but have finally achieved the unanimous approval of all of our members. They have also met with the approval of the various publishers' associations to whom they have been submitted. This work all tends toward the standardization of the data of an advertising agency. When put into operation the effect of our work will be felt in the office of every advertising agent and every publisher in the country, because we look for its universal adoption.

Our various committees on relations with publishers of different classes are preparing for submission a standardization of order blanks, cancellation blanks, reservation blanks, and all other forms which pass between the ad-

vertising agent and the publisher.

The benefit of this will be felt and appreciated in the business office of every publication, and will reflect credit on us for our endeavor to make the wheels of business turn with less friction. Our standard order blank, for instance, will be free from the tricks and traps which have brought forth from publishers condemnation on advertising agents as a class when only a few were guilty.

Our problems are many, but we are up and at them. Progress in some ways has been slow because we have had the inertia of new organization to overcome. One drawback has been that we have been compelled to stand alone as a local unit—but even with that handicap we have gained ground. The time has come for a broadening of the work. How shall it be done?

PLANS FOR BROADENING OUT

At the convention in Boston last year I introduced a resolution calling for the formation of a national association of advertising agents before the present convention. The motion was unanimously carried. A meeting of representative agents from all sections of the country was called to meet in Buffalo on a certain date. All promised in advance to be present. Three of us went together from New York and were met at Buffalo by a representative lot of telegrams from all the others regretting their inability to attend because of sudden business pressure. That settled the national association for this year because we of New York felt that there was something needed in the way of getting local organizations in other cities, developing a proper *esprit de corps*, before a broader association could live and keep on living.

From that experience this suggestion has grown. Let each city, or if necessary, a group of contiguous cities, organize at once an association like that of New York. Make it as broad-gauge and inspiring and helpful as ours has been. Keep out the element



After getting nicely under way last fall THE NASHVILLE DEMOCRAT endeavored to have its circulation records audited and its circulation statements vouched for by the Association of American Advertisers. The rule of the Association against the issuance of a certificate to a publication less than six months old prevented.

Just as soon as that six month period was passed THE DEMOCRAT again pressed the request with the result that one of the A. A. A. Examiners, April 6th to 11th, made a careful and thorough audit covering the period September 20th, 1911, to March 31st, 1912, inclusive, and the Association's certificate and Examiner's report are now at your disposal.

The total average circulation for the period examined as per certificate given, was 26,214.

Compare this figure with the statements made from time to time by the publication. This is known circulation, "heaping measure."

THE DEMOCRAT believes it has the unqualified right to the favorable consideration of every general advertiser who enters the Nashville field, and fears no comparison.

It offers a medium of clean, live, growing circulation that by sheer force of merit has completely outdistanced its morning competitor.

Advertising rate 5 cents per agate line flat. This makes it easy for you to start now.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

of personal prominence or possible self-advertising by the omission of president, vice-president, etc., and rule by a small executive committee.

When these local bodies are formed and prospering we can begin to act intelligently.

Let us arrange that the executive committee only of the various local associations meet twice a year for a two or three day session. We shall then have together a small, concise and workable body of vitally interested and well-posted men—a body like this can *do things*—and, believe me, they will.

To advertising agents in general I would say—our business has made possible, as has no other one factor, the enormous recent development of American industry. Our initiative has made the small, great; the great, greater; has made the unknown, known. It has made the publications of the country prosper and lessened the cost and improved the quality of its popular literature.

There are many things to be done and while we as individuals can achieve some of them, it will take a united force to do them all. There may be wrongs to be righted, and, if so, we must right them among ourselves—let the axe fall where it may. It is better that we do it than to have others do it for us.

No one profession can claim a monopoly of virtue. Medicine has its quacks; law its shysters; even the ministry has its hypocrites. Some publishers lie about their circulation; some advertising managers will take a tip; some advertisers misbrand their goods and some agents will take more than belongs to them.

Conditions are improving every day. The circulation liar sees a handwriting on the wall. The advertising manager is becoming more of a business man and less a clerk. The honest advertiser demands and shall receive protection from the advertising charlatan and the advertising agent of to-day will concede to no man a superiority of business brains, business honesty or ethical intent.

"ADVERTISING EDITOR" TO SCENT FRAUD

HOW ONE DAILY CAUSED ITS INVESTIGATOR TO UNEARTH SOME VERY UNSAVORY "BUSINESS"—NOT DIFFICULT TO FIND WHETHER COPY IS DESIRABLE, IF PUBLISHER IS IN EARNEST—IF PUBLISHERS TAKE FIRM STAND FAKERS WILL ELIMINATE THEMSELVES—ADDRESS BEFORE NEWSPAPER SESSION A. A. C. OF A., DALLAS, MAY 21

By James Schermerhorn,
Publisher of the Detroit Times.

I know from experience that a daily newspaper can keep itself unspotted from advertising fraud if it wants to.

It is just a matter of exercising the same care in protecting the health and pocketbooks of its readers as every well-regulated journal observes in sparing itself the penalty of a false publication against the reputation of a citizen. There is nothing intricate or baffling about it. The sources of accurate information are always at hand; and in cases that are not entirely clear there is that familiar editorial guide-post, "When in doubt, don't."

We have added to the editorial staff an advertising editor. He was a star man at Yale, studied fiscal and fiduciary matters there. It is a tradition that young men come out of the great Eastern universities entirely unequipped for business-getting. We can guarantee that this graduate was a howling success as a business-loser, for us. He took a sort of post-graduate course in the Cobalt region, whose golden glories were so rapturously chanted by Julian Hawthorne; and his scent for investment chicanery was so keen that there was never occasion for contrition in *The Times'* office when one magnificent frame-up after another was brought to light by the postal authorities.

The facts were always easy of access in local banks, brokers' offices, credit and reporting agencies, as well as in the standard financial publications.

The Cleveland Leader

The Cleveland News

Now under one ownership and under one Management.

The Morning and Sunday *LEADER* has made great progress during the last year, and is still growing fast.

The Evening *NEWS* has also made wonderful strides, and now under the improved and increased facilities, it will no doubt grow faster than ever before.

Of Interest to Advertisers and Agents

Advertising contracts can be made for either Newspaper, or for both Newspapers at a combined rate. Under the "combination" rate which will be made for Advertisers using both Newspapers, the *Leader* and *News* will be the best, and first advertising medium in Cleveland for the following reasons:—

- No. 1. It will give a greater home circulation than can be offered by any other Cleveland Newspaper.
- No. 2. As the *LEADER* and *NEWS* are the only newspapers in their territory leaning strongly toward Republicanism, it will be the only way to reach this class in Cleveland and Northern Ohio.
- No. 3. As the *LEADER* and *NEWS* have both been the best class Newspapers in their territories, it is therefore the only way to thoroughly cover the great number of better homes.

THE CLEVELAND LEADER and ***CLEVELAND NEWS*** on a combination basis is without doubt the first advertising medium for its territory.

Foreign Advertising in Charge of

—Inc.

New York

Boston

Chicago

Our advertising investigator also turned the searchlight upon the largest installment house in the city, showed how nefarious its system of substitution and switching was, how merciless its pound-of-flesh propensity of jerking beds from under smallpox patients and stoves with fires in them from humble kitchens in settlement of a meager unpaid installment. Despite pressure from its advertising office and from the Chicago advertising agency handling its mail-order business and from its attorneys, we continued the revelations of its extortionate and relentless operations for the announced period of a week, and then stopped only because the hundreds of complaints we had asked for were repetitions of the same old story.

It's a gay life our advertising editor has led, showing up friction heaters and Florida lands, rotary engines and rubber plantations, loan sharks, piano puzzle frauds and local medical impostors. Not long ago a prominent advertising agency of national reputation sent all the Detroit dailies an order for 14,000 lines for the Advanced Medical Science Company, copy to be furnished by the doctors when they arrived with their wonderful instrument for reading the internal human mechanism like an open book backwards, from the appendix to the table of contents.

Our investigator, in one reading of the copy, found statements so sadly at variance with fundamental facts of medical practice that he held up the copy; later he found from the records that the "chief of staff" was not a registered physician. He asked to have the Advanced Medical Science Company waited upon by a committee of local physicians, which was refused. Then he sent *The Times* correspondent at the University of Michigan—a husky athlete in the pink of condition—to be examined. The advanced medical scientists saw through him, but not through our strategy. After getting the first \$5 on an examination and treatment fee of \$50, they found him in a cancer-

ous condition and urged him to lose no time in coming back with the \$45 for further attention. He came back with a warrant for the fakers' arrest on a charge of practicing without a certificate—but someone tipped off the matter and they had fled with their marvelous paraphernalia—the only thing of the kind in the world.

After *The Times* had told the story of this miserable imposition the paper received an appeal from a poor man out in the state asking our assistance to recover the \$75 that had been filched from him through the advertising in the columns of our contemporaries. It is too bad there isn't a searchlight that can be turned on in newspaper offices to reveal just how loathsome is this process of exploiting their trustful and unfortunate readers.

Just now our Yale alumnus is delving deep into the magic properties of Dr. Hercules Sanche's "Oxydonor," alias nickel-plated gas pipe charged with charcoal and sulphur, hermetically sealed and sporting a yard or more of electric cord. The cord, attached to the ankle of the patient upon retiring, banishes all maladies; they fly as a thief in the night. Eminent practitioners and chemists tell us that this beautiful little cylinder, price \$25, is as efficacious as a cold potato tied to the pedal extremity or a specific for a ringworm on a wooden-leg.

Yet the circulation manager brought the sad news that half a hundred subscribers had left us because we made light of the healing virtues of this benefaction to mankind. We looked into this and found a possible explanation of the resentment in the fact that the owners of the magical tubes were renting them to their afflicted neighbors for \$5 a month. Some system this for getting testimonials and lusty champions of the baldest kind of a fake.

I have gone into the adventures of our advertising editor to this extent to prove it is quite possible for any metropolitan newspaper to protect its pages from everything savoring of deception and charlatantry.

NEW ENGLAND TRADE PRESS HOLDS ANNUAL MEETING

The New England Trade Press Association held its annual meeting in Boston, on Tuesday evening, May 14. An interesting talk was given by C. C. Lane, head of the department of printing at Harvard University. It surely is gratifying to publishers and printers to know that the leading university of our country is operating a business school as a post graduate course, and that printing is one of the special courses in this business school.

The membership of the organization as reported by the secretary-treasurer, George H. Collyer, showed an increase of eight members during the present administration, there being a total of twenty-six at the present time.

Officers for the ensuing year were elected as follows: President, F. F. Cutler (re-elected), proprietor of the Cutler publications (*Shoe & Leather Reporter*, *The Shoe Retailer*, *The Shoe Factory* and the *Latin American Reporter*) and official trade directories, Boston; first vice-president, William J. Stewart (re-elected), *Horticulture*, Boston; second vice-president, Irving F. Fox (re-elected), *Spatula*, Boston; third vice-president, Walter B. Frost, *Manufacturing Jeweler*, Providence; secretary-treasurer, George H. Collyer (re-elected), *Granite, Marble & Bronze*, Boston; executive committee, the officers and Henry Lewis Johnson (re-elected), *The Graphic Arts*, Boston, and Henry C. Lord, *Textile World Record*, Boston.

A very interesting discussion took place as to the advisability and practicability of a scheme to advertise trade paper advertising, a plan for which is now under consideration by a special committee representing the Federation of Trade Press Associations in the United States. The result of the discussion was the unanimous approval of a scheme of such a kind, and there was a ready consent of members of the association to co-operate in making the plan a success.

PRIZE FOR SELLING TALK

The Ralston Health Shoe Makers, of Campello, Mass., are offering prizes to promote the sale of better grade shoes. A solid gold seventeen jeweled Hamilton Watch was offered to the clerk or proprietor who will send them on or before June 1, the best selling talk on the following subject: "What I would say to a customer to induce him to pay \$4.50 or \$5.00 for a pair of Ralston shoes when he asked for a \$4.00 pair." A special prize of a diamond pin of the same value as the watch was given as a special prize to the proprietor of the store in which the clerk works.

John L. Gartside, for the past four years with the Currier Publishing Company, publishers of *Woman's World*, is now associated with C. B. Parker in the advertising department of the Chicago office of Harper & Brothers.

Are you watching the Memphis Newspaper situation? It is worth while.

In April, 1911, the *net average circulation* was 30,928.

In April, 1912, the *net average circulation* was 41,415.

In Memphis and Shelby County the *net average Daily circulation* for April was 21,705.

Furthermore, the NEWS SCIMITAR, in April just past, *gained* 47,250 *agate lines* over last April, whereas the two other Memphis Newspapers *lost* 117,404 *lines* (one paper losing 103,096 lines, and the other 14,308 lines).

There has been a change in the Memphis Daily situation, and *there will be further changes.*

Watch It!!!

lane Beore

Chicago NEW YORK Boston

SECRETS OF THE GREAT WHITE WAY

LATTER-DAY DEVELOPMENT OF ELECTRICAL ADVERTISING THAT HAS CAUSED THE WHOLE WORLD TO MARVEL—HOW SOME OF THE NOTABLE SIGNS WERE CREATED, HOW THEY ARE MAINTAINED AND WHAT THEY COST TO OPERATE

By a Staff Writer.

It is in electrical display that outdoor advertising reaches the pinnacle of conspicuous and spectacular effect. But its full development is very far from being realized. The ingenuity of electricians is taxed anew as the appearance of a startling display attests a real advance. Within a fortnight, watchers of the sky in the region of the Great White Way are to behold a newcomer, planned to eclipse anything which now turns night into day. For although there are few sections of the country where this form of publicity has not become established, it is along Broadway that it can be studied in its full flower. There it is the wonder of the traveled European, who stands aghast before the mobile chariot race, to learn that the operation of its horses, sixty hands high, requires six hundred horsepower, and entails the use of 20,000 electric globes, and nearly one hundred miles of wire.

No less impressive is the fact that one of the advertisers whose message was flashed every eight minutes during the night paid \$5,000 a year for the service. At one time the Rice Electrical Company, who put up and operated this sign, were serving thirty-one other advertisers in a similar way.

For many reasons, Broadway is the world's chosen spot for electrical display. Had it been built to order for that purpose it could not be more fit. Its diagonal course, and the oblique cross streets form irregular openings and points of vantage which would be sought in vain in cities with rectangular corners. It is a difficult matter to sell electric

display on Broadway if it does not show up for at least half a mile. Then, too, there is no such congestion of hotels, theatres, and glittering cafés elsewhere in the world. The Great White Way is the evening playground of a whole nation, and out upon it fifty-two theatres nightly pour their throngs.

It has not been many years since H. J. Heinz spent \$20,000 to exploit his "57 varieties" in electrical display upon the spot where the Flatiron building now stands. The advance which the O. J. Gude Company then began has never lagged. Its handiwork has transformed New York by night. Almost all of the notable signs have been erected by this company, and they are holders of many of the patents upon which the striking effects depend.

Ideas to be carried out in a new display come from every possible source. In the Gude office, prizes are offered to the employees for novel suggestions. A young girl stenographer put forward the idea embodied in the Heatherbloom Petticoat ad, which was one of the most successful ever created. The torrents of rain, the gusts of wind and the resultant swishing of the skirts which this sign overlooking Times Square portrayed, were distinctively realistic. From the girl's foot to the top of her umbrella the distance was fifty feet, and 2,030 electric globes, red, purple, white and green were employed, to picture her predicament. For the first year the advertiser was charged \$10,000, and each renewal brought an increase. His last contract is said to have been for \$15,000. But styles changed, women laid aside their ample skirts and that sign had to go. The advertiser called upon its maker for a worthy successor, to such purpose that to-night another girl in the same place skips her rope for a delighted crowd.

One of the most attractive features of the colossal head of the Spearmint gum girl who gazes down Broadway from out of the clouds, was suggested by the proprietor himself who was dissatisfied with the stolid look of the face which advertised his com-

modity. Counsel was taken with the electricians, and she is now "the girl with the Wrigley wink," with a twin sister over in Harlem.

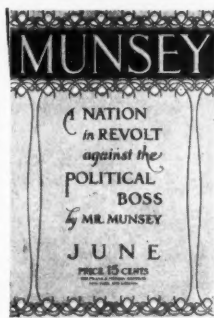
The effects arrived at in these well-known examples, depend upon an elaboration of the principle contained in the flasher signs, which were only one step ahead of the illuminated paint display. The lights which flashed intermittently were controlled by a revolving disk, played upon by a brush making and breaking the contact at intervals. Roughly speaking, the next step consisted in revolving a large number of disks connected each with one or more lamps, depending upon the design, and so arranging or timing them that when contact was broken upon a certain disk, certain others would just be coming into contact. Such a scheme admits of the infinite variation which is so ingeniously employed.

Another aid to the manipulator of electric lights and one not generally taken into account is optical illusion. Advantage is taken of the idiosyncrasies of the eye by the skilful designers and much that appears to take place in the huge signs in reality does not. The transformations are effected more rapidly than the eye can follow.

TO BUILD A SIGN

The construction of the signs themselves, that is, the frame work which sustains the lights, is itself no small undertaking. The engineers of the City Building Department must pass upon the plans in which structural steel is frequently used. These experts must be assured of the sign's ability to withstand a wind pressure of something like ninety miles per hour, before a permit for erection is granted. Even then certain specifications must be followed. In days gone by signs have come to grief in New York windstorms, but that is no longer possible.

The cost of construction varies greatly. One lofty sign of not very intricate design on upper Broadway, which measured 60 feet by 55 feet, carried 2,500 elec-



Said a prominent advertising manager recently:

"**P**UT your trust in the vigorous character of the publication that has a policy and stands for something—not your policy, perhaps, but nevertheless an earnest appeal to a living constituency."

This advertising manager uses **MUNSEY**.

The Frank A. Munsey Company

175 Fifth Ave., New York

tric globes. Its cost was put at \$3,500, with operation charges of something like \$10 per night. No allowance is made in these figures for the rental, which would have been considerable had the location not been in this case the property of the advertiser himself.

LOCATIONS AND PRICES

Very high prices have been paid in New York for the control of the choicest locations. For the right to install an electrical sign upon the building which then occupied the present site of the unfinished McAlpin Hotel, an advertising company executed a three year lease on a rising scale which culminated at \$14,000 per year. This is believed to be a record figure.

Another location which can hardly be surpassed in New York is that at Forty-seventh street and Broadway, facing Longacre Square. The advertising company which controls it, designed and erected the White Rock sign. This is the sign which embodies the huge clock with a ten-foot minute hand, and it gives the time to thousands day and night. When the advertising company first rented this space six years ago, their charge was \$2,500 per annum. A foreign mineral water concern which occupied it just before the present White Rock sign was erected, is said to have paid \$10,000 for a six months' display. The company's present charge is something over \$25,000, per year. The Kellogg sign at Forty-eighth street and Broadway is said to cost \$30,000, annually.

For more modest advertisers satisfied with something less spectacular than "specials," regular rates are offered of \$1,000 to \$1,500 per month for signs averaging 50 feet long by 50 feet high. Or cheaper still, smaller illuminated display signs, if not too intricate, can be had at rates between \$1,500 and \$2,500 per year.

In all, the O. J. Gude Company, in New York City, controls nearly 5,000 locations for painted and electrical display. Of this amount 10 per cent may be estimated as

open for occupancy at all times, this proportion being fairly well maintained by lapsing contracts and the additional locations being constantly secured.

The organization of such a company includes besides its office force and painting gangs, one of the best equipped electrical shops in the country, where the electrical apparatus is constructed and where, by experimentation and invention, novelty is made to succeed novelty. By day, members of the space department scour the city for likely locations, and by night electricians patrol the streets from dusk till early morning hours, making sure that all illumination is as it should be.

One of the largest of electric signs is that of Wrigley's Spearmint Gum at Thirty-second street and Broadway, overlooking Greeley and Herald Squares. It is 48 feet high and 153 feet wide, and contains 2,950 lights of three colors. Directly beneath it is the illuminated painted sign of the Swan Fount-Pen, which is 97 feet long and 20 feet high. Another Wrigley sign, at Broadway and Fifty-fourth street, which is also very large, enjoys the distinction of being visible at a greater distance than any other on Broadway. Down that street for almost a mile it is conspicuous, and from the corner of Eighth avenue and Fourteenth street, two miles away, it can be plainly read.

The Heidelberg Tower, opposite Times Square, which gives the stranger cause to wonder, was designed to accommodate electric advertisements and by its height to give them the widest range. One of the factors in the failure which overtook the venture was its peculiar shape which was not adaptable for copy.

The B. F. Goodrich Company and the Diamond Rubber Company, both of Akron, Ohio, have consolidated. The capitalization of the new corporation is set at \$100,000,000.

"The man," said Marshall Field, "who condemns or turns down any proposition without having first acquainted himself with all the details relating thereto confesses his ignorance and stupidity."

HOW THE COMMISSION QUESTION LOOKS IN ENGLAND

No one pretends that the system of paying advertising agents by commission is logical. It is the only case that I ever heard of where B pays A to do work for C. It creates all sorts of invidiousness. An agent advises an advertiser to spend more money, and both of them know that the agent will receive more commission if his advice is taken.

Every now and then an advertiser makes up his mind to dispense with his agent, and claims the commission from the newspapers for himself, and now and then he is able to get it. At other times an advertising agent is found to be accepting business on condition that he gives up part of the commission to the advertiser. In both cases much indignation is expressed in agency circles, and the commission question is treated as if there were some ethical point in it.

This is not reasonable. The only person whose interest really ought to be considered is the advertiser. If the advertising agent's work is not worth what it costs the advertiser, the advertiser ought not to pay for it.

My own opinion is that an advertiser can always get better value for money by employing an agent. But the interest of the agency business, as a business, is the affair of advertising agents themselves, not of advertisers. There are people who talk as if advertisers existed for the benefit of agencies. This is seen when attempts are made to require newspapers to withhold commissions altogether from agents who "split" the commission with their clients. An agreement to this effect between newspapers and agents is a conspiracy against the interests of advertisers. I do not mean to imply that it is an illegal conspiracy, but it is a very objectionable one.

Everybody in the advertising business knows perfectly well that commission-splitting is always going on. More important advertising accounts are handled on a split commission than otherwise. To pretend the reverse is merely hypocritical.

No interest is worth considering from a public point of view except the interest of the advertiser.—*Thomas Russell, the London (Eng.) Consultant.*

The Rochester Ad Club discussed at its meeting, May 23, the question as to whether it would be possible and practicable to advertise Rochester-made products collectively, so that the public might learn to ask for goods "made in Rochester."

Isaac H. Sawyer, president of the St. Louis Advertising Men's League, and until April 1 second vice-president of the Brown Shoe Company, has become St. Louis representative of Max Oscher

E. F. Corbin, formerly advertising manager of *Farmer and Breeder*, Sioux City, Iowa, has resigned.



Syracuse is a highly responsive market for standardized and trade marked goods.

Syracuse is a prosperous city. It has large manufacturing industries, such as typewriters, pianos, automobiles, etc., employing skilled labor. Workers in Syracuse are well paid, and they live well. An unusually large percentage of them own their own homes. They can afford to buy generously for their homes and families. That they do buy is shown by the large number of prosperous merchants in Syracuse.

The population of Syracuse in 1910 was 137,249 and it is still growing,—during the preceding decade it increased 26.6%.

Syracuse being a responsive and profitable market, the only problem is how to reach it. Local merchants have solved this by using

The Syracuse Journal

because it has the largest evening and home circulation in Syracuse. Over 35,000 copies daily.

Get a copy of the paper and take a good look at the amount and nature of the advertising it carries. Compare it with its competitors. Don't say you know. You don't unless you've had your eye on it in recent years. It now leads the field in Syracuse.

We have at hand considerable further information about this live newspaper which will interest every advertiser who likes to get at all the facts.

This information is for you—anywhere, any time you want it.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

HOW TO MAKE COLOR COUNT

WHY "FLAT" COLORS ARE GROWING MORE POPULAR—FEW AMERICAN ADVERTISERS USING COLORS ABSOLUTELY FLAT, BUT RESULTS, AS WELL AS THEORY, ESTABLISH IT AS THE MOST EFFECTIVE—WHY COLOR GRADATIONS WEAKEN THE SELLING MESSAGE ON THE POSTER—WHY POSTER ADVERTISING IS POPULAR ABROAD

By Lawrence Harris.

[EDITORIAL NOTES.—Mr. Harris, before he specialized in advertising design, was a special correspondent of the London *Graphic*, one of the world's most famous illustrated weeklies. He is a silver medalist of the Paris Salon.]

Avoid color "gradations." Use "flat" colors. That is the answer.

The color that counts in outdoor "copy," whether painted display, posters or electric signs, is the color, or combination of colors, which makes for dominance. In order to secure dominance, the advertiser must make more than a pretty picture; he must please, but he must at the same time be strong in his message. Color gradation may make for plasticity, but it militates against strength—the strength that seizes the vagrant attention and holds it captive till the "flash" reaches his intelligence.

As a commercial artist who looks upon artistic principles in relation to the selling problem, I have observed with keen interest the onrush of the American advertiser, as an efficient user of color in outdoor advertising. To be sure, the first all-type attempts years ago were crude affairs. But as the advertiser grasped more clearly an understanding of the distinctions between mediums, he began to differentiate. He no longer, as a rule, tried to transplant his poster copy into the newspapers or magazines, or to make his newspaper copy do duty on the billboards. He discovered that to be effective in his outdoor advertising he must be strong, be dominant. He noted that when his posters were stuffed with overmuch wording, the advertis-

ing failed to "take hold." The need of simplicity in phrasing impressed him, and therefore it is rare that one sees posters or painted display cluttered by a surplus of words.

But, in their use of color, the advertisers are still in the process of learning their lesson. While certain prominent advertisers are using color that is pretty nearly one hundred per cent efficient, the majority still yield to the temptation to use color gradation.

In all advertising the advertiser and the preparer of the advertising should forget their own likes and dislikes and put themselves in the position of the prospective buyer. All classes must be appealed to, the intelligent and the ignorant, the dull mind as well as the quick-witted. A strong picture appeals to everybody.

Posters that have real sales power may easily be of sufficient artistic merit to earn a place in any art museum. But it should be remembered that not every picture in a museum would be successful if used to illustrate a poster. *It is vital to remember that a fine artistic painting does not necessarily make a good selling poster.* Let the poster be all means be artistic, let it please by its technical treatment, let it be designed in a way that will make even an art critic stop and cry, "Fine," but by all means let it avoid refinement of detail. Detail of design is as fatal as too much wording. Similarly, attempts to secure nice shadings of colors, while they may arrive at a graceful artistic picture, are certain to result in weakening.

Let the advertiser make sure that his design is poster design and not merely a "pretty" design.

A practicable consideration is that the making of "flat" posters costs less than making those which require elaborate color separation and additional engraving.

The poster of Colman's Starch, by Hassell, shown herewith, is a practical demonstration of broad, effective flat color work.

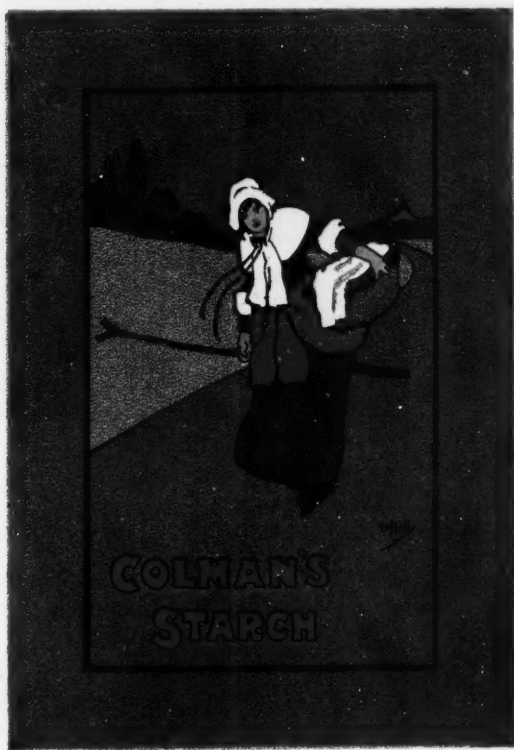


AN EXAMPLE OF GERMAN "FLAT" POSTER TREATMENT

Simply and forcibly, the girl in white cap, cape and cuffs, with a basket of washing, tells the story of Colman's Starch. This picture, on a bill board six to twelve feet high is certain to draw and hold attention. Your eye remembers and retains it; the first time the starch question comes up your mind will instantly and unconsciously revert to this particular picture. Women, particularly, would remember that poster even though not susceptible to the allurements of the finest "copy" that could be crowded on to it.

The cost of such a poster is about half that of a carefully modeled six or ten color picture, and it would be

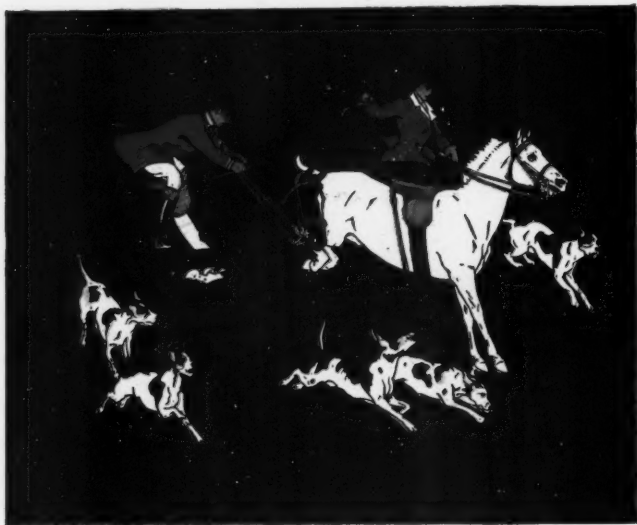
of more practical use to the advertiser. A pedestrian has but a few seconds to glance at a bill board, and therefore minute detail or carefully modeling in a picture is unnecessary. The advertisement should be broad in treatment and

DESIGNED BY A MASTER OF POSTER TREATMENT, HASSELL, OF ENGLAND
THIS STRIKES HARD AND SURE

instantly tell the story. A very few words only can be read in a fleeting glance, so much—even of good copy would be wasted. Even smart catch-phrases are quickly forgotten if not connected with an illustration to fix it in the "memory of the eye."

Put posters to the supreme test of a ride upon a subway express. Glance at the posters which occupy the panels at the local stations. Your experience will be illuminating. You do not have time to visualize, to focus your attention consciously. Your eyes are at the command of those

consciously on the look-out for the posters. How much more important does this lesson become when it is remembered that the ordinary person, afoot, on the subway, or elevated, or street car or automobile, is usually thinking of business. Often he is tired. The advertising message must therefore break through the rampart of his pre-occupation and fairly overbear his mind into receptivity. Only the quality of *strength* can do this and the greatest strength is the result of careful simplicity in draftmanship.



Copyright by Fred S. Yellman, Brockton, Mass.

NOTE THE VIVIDNESS OF IMPRESSION. COLOR GRADATION WOULD HAVE WEAKENED THIS POSTER

posters which are strong enough to hold them for the fleeting space of a second. And those posters that do seize your eyes and get to your attention are printed in simple designs and colors which, if not wholly "flat," approximate flatness. Later on visit the local station. Study the posters you *missed*. Observe that those which failed to "get to you" on the express are probably those which have been weakened by too much color detail.

In this experiment you were

Understand the merchandising possibilities of the poster, which, while drawn with all due considerations for artistic principles, yet has not been refined by color gradations into weakness. Posters often are reduced in size and placed in the hands of the manufacturer's salesman. The dealer, a hard-pressed individual, will admire the clear strength of such "dealer helps." Stack a few of these cards in an improvised window display. Get him to stand twenty feet away, near



In Most Media of Wide Circulation Automobile Advertisers Pay for from 65% to 95% Waste Circulation

Painted Bulletins on the Automobile Roads Concentrate Permanent Advertising on exactly the people interested in Automobiles and everything pertaining thereto.

A series of Bulletins on the Automobile Roads leading to and radiating from New York City reach —

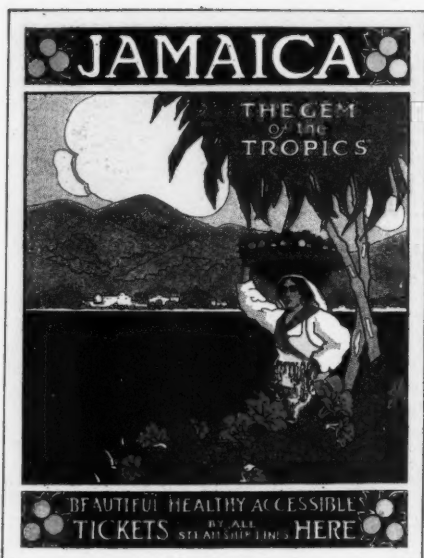
One-fifth all the Automobiles in the United States.

The O. J. Gude Co. Automobile Bulletins average 10 ft. high by 48 ft. long (special sizes arranged for on request), and showings covering the territory around New York can be maintained for \$10, \$20, or \$50 a day, depending on the number of bulletins and the size of district covered. Prices are based on yearly contract and include all cost to the advertiser of original designs, painting and maintenance. Complete plans, adapted to individual requirements, submitted on request.

The O. J. Gude Co. N.Y.

Broadway, 22nd St. & 5th Ave.

New York City



STRIKING POSTER IN NEARLY FLAT COLORS ADVERTISING
COOK'S TOURS

the curbing of the walk, and ask him to observe how the "flat" colors stand out, while the "refined" designs shrink into the background.

Not long since some one asked me if there were artists in this country who could design posters with the artistic and selling strength of those seen on the Continent. Emphatically, yes! Let an advertiser watch displays of posters made frequently not only in New York galleries, but in other large cities, and he will have no difficulty in finding men of the right calibre. It is likely that an advertiser would have to look no further than his agency or his lithographer. American lithographers have the finest order of talent at their command and competent men will be found when advertisers make their wishes known.

While Americans, as advertisers, lead the world in most respects, it is no secret that in the use of color in outdoor advertising they are behind Europeans.

In Europe, particularly in England, posters have reached the dignity of home circulation. They are frequently reproduced in small size in colors like the originals, and distributed to the public at large. It is no unusual experience to visit an English home and find upon the walls these reproductions.

But abroad, good poster advertising did not spring up at once. It must be admitted that the early examples of bill posting and billboard work in Europe were atrocious. So crude, coarse, cheap and common were the posters used that they deserved public indignation—and they got it. They caused

a revulsion of feeling against even the popular advertisers—of course to the injury of the sales of many articles. Instead of being a source of attraction these posters caused the public to turn from them in contempt. Petitions were even gotten up and sent to the local authorities in many places asking for some of the chief offending posters to be destroyed, and for laws to be passed prohibiting the erection of bill boards. Some were even torn down by indignant citizens and posters were defaced and destroyed.

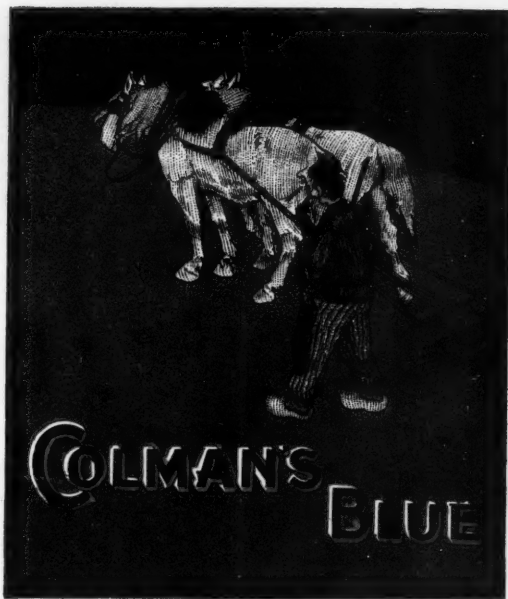
And then something happened that suddenly changed the whole aspect of affairs. Over night, London had an experience that converted its citizens to the admiration of outdoor advertising. One bright morning hundreds of thousands of people on their way to business were electrified to notice a quick transformation had been made in poster advertising. On "hoardings" in front of buildings, in small panels in the rail-

way stations, on every available space in the busiest thoroughfares, was posted a most artistic reproduction of Sir John E. Millais' famous painting of "Bubbles," with just two words upon it—"Pears' Soap."

Pleased and favorable comments were widespread. The rapidity with which the whole city had been covered was a popular topic among

all classes for many days and it is safe to say that no piece of advertising work was so thoroughly appreciated as was this enterprise of the manufacturers of this famous soap.

Not the smallest of its good effects was that it set an example for other advertisers. The "lead" was soon followed by other well-known firms, who were quick to grasp the fact that the public would not only stand for real art but would welcome it even when associated with advertising. The billboards that had been so objectionable, were gradually transformed into public art galleries. Billboards increased in importance as advertising mediums. They became more popular but they were expensive. Reproductions of pictures in all their original colors meant a tremendous money outlay. The problem was to keep up the artistic standard of the posters and at the same time reduce the cost



A FLAT ENGLISH POSTER BY HASSELL. NOTE ABSENCE OF DETAIL AND STRONG FLAT COLORING

of production. To do this became an absolute necessity, and "necessity being the mother of invention," clever artists experimented, and eventually evolved the "flat color" picture, a more striking, but quite as artistic and pleasing substitute for the expensive oil painting. While just as serviceable from an advertising standpoint, the "flat color" picture costs 100 per cent less for reproduction and printing—surely an item to be considered.

POSTERS IN POLITICAL CAMPAIGN

Posters, it is said, will figure more largely than ever before in the campaign between Republicans and Democrats after the presidential candidates have been nominated in the conventions to be held in Chicago and Baltimore.

In Milwaukee, the Socialist party issued and used posters in several different languages in the municipal campaign. With their aid the party increased its vote over two years ago and came within an ace of defeating both old parties who had combined under the non-partisan banner.



THE PAINTED DISPLAY ADVERTISING ASSOCIATION was organized and exists primarily for the benefit and protection of advertisers who desire to take advantage of this powerful method of publicity.

From a comparative state of chaos the Association has, through a unity of effort, raised this method of advertising to a thoroughly standardized and dignified system of Painted Bulletin and Wall Displays, and a recognized National advertising medium.

The membership of the organization embraces the leading and responsible companies handling this kind of advertising, in fifty-eight of the largest cities in the United States and Canada. Displays can be executed in these or any cities, large or small, or along any railroad.

The Thos. Cusack Company having branches in ten of the largest cities in the Middle West, and by reason of its vast experience, is pre-eminently qualified to act in the capacity of Clearing House and National Sales Department.

Since the formation of the Association the Clearing House has labored strenuously in gathering and disseminating among its members all ideas and information obtainable which tend to furnish ways and means of improving the service generally.

The highest grade talent and brains in the art and advertising world are being secured—the physical condition of the outdoor plants has been





materially improved, and the best materials are used in executing displays. In a word, the service now approximates perfection and absolute uniformity.

All national contracts are cleared through the National Contract Department which is maintained in connection with the National Sales Department at the executive offices of the Thos. Cusack Company in Chicago. These contracts are then sublet to the various members in whose territory the advertising is to be executed.

The advertiser or advertising agency is thus insured that so much to be desired element—uniformity, and pays the same prices as though he placed the advertising direct with each city.

National advertisers such as Santitol Chemical Co., National Oats Co., Coca-Cola Co., United States Tire Co., Wm. Wrigley, Jr. Co., Jas. S. Kirk & Co., Diamond Rubber Co., Fox River Butter Co., Stewart & Clark Mfg. Co., Clysmic Springs Co., and hundreds of others are enthusiastic users and endorsers of the service as described.

We furnish suggestions, sketches and estimates for displays—anywhere.

Chicago

Thos. Cusack Company

New York

Nat'l Sales Department and Clearing House



ADVERTISING BREAD TO SELL MORE FLOUR

HELPING THE BAKER TO MORE BUSINESS INCREASES HIS PURCHASES OF KING MIDAS FLOUR—A FLOUR POSTER WHICH SELLS BREAD—DIRECTING CONSUMER DEMAND BY A SLOGAN WHICH IMPLIES QUALITY

By a Staff Writer.

The King Midas Flour poster, which is reproduced herewith, would hardly withstand the assaults of the critic—if the said critic had nothing but the poster to guide him. The sheer idiocy of advertising the "highest priced flour in America" in these days of the high cost of living is apparent—until the reason back of it is known. And then it doesn't look quite so foolish. Even the most captious critic would probably admit that it "might work," and the fact of the matter is that it does work.

The poster is addressed to the housewife, but if the said housewife never bought a sack of King Midas Flour in her life the poster would not be a failure on account of it. If the poster sells flour to the housewife, so much the better, but it really isn't expected to. It is put up there to sell flour to the *baker* by talking to his *customers*; the women who buy baker's bread, and who are not customers for flour in any very large quantities. It is a very important part in the campaign to get the baker to buy more flour by selling more bread.

But the poster doesn't say anything about *bread*, and that is just where the most ingenious part

of the campaign comes in—where advantage is taken of a little bit of human nature which a good many people would overlook entirely.

To get the story straight, it is necessary to begin at the beginning. Shane Bros. & Wilson, of Philadelphia, became proprietors of the King Midas brand of flour. Of course the problem was how to sell more flour, and as the bakers are the biggest possible customers it looked reasonable to begin on the bakers. The way to get the bakers to sell more flour was to help them sell more bread; quite simple so far as it went, but some surety was needed that the bakers would bake that bread with the right kind of flour. It wouldn't do to boost bread sales only to help a competitor. So it was decided to create a new brand of bread—King Midas Bread—and give the baker a right to use the

ADVERTISING FLOUR TO SELL MORE BREAD

name if he would use the flour.

Labels were furnished to the baker without charge, bearing the name, "King Midas Bread." A complete series of newspaper ads were furnished for the bread. At first the flour people paid the entire cost of the bread advertising; later the baker paid a certain proportion of it, as was reasonable, since he made the bulk of the profits. One baker increased his

ica," and the posting of it broadcast where every bread buyer must see it. The label on the bread was changed to read "King Midas Bread, made from the highest priced flour in America," and what housewife seeing the poster would ever suppose that it and the bread label were a part of the same campaign? King Midas Flour was being advertised to her as flour, and as the "highest



From Sampson's "History of Advertising"

A LONDON RAILWAY STATION IN 1874. (SEE ARTICLE ENTITLED "HOW OUTDOOR ADVERTISING GREW UP," IN THIS ISSUE)

purchases of King Midas Flour from half a car to four cars per week, as a direct result of this bread campaign. The children were enlisted as an amateur sales force for the baker, by the offer of a pair of roller skates for 600 labels from King Midas Bread. It all helped sell the flour, too.

But the stroke of genius was the adoption of the slogan, "The Highest Priced Flour in Amer-

ica." King Midas Bread was advertised to her as bread, made from that highest priced flour. What the baker had to say was confirmed by what the flour people themselves said. The baker advertised that his flour was costing him \$4,000 a year more than it did and this flour poster confirms it. But while the flour may be higher in price, the bread is not. Of course the consumer wants to get

Isn't it

A PICTURE of Washington at minds of posterity when every "Smiling Joe's" picture, as everybody for the helpless kiddies. What would Joe's picture?

Historical, philanthropic or commercial, People understand pictures,—that's why.

The is perfected

All those factors which make the written advertisement's success a struggle are missing from the Poster. No imagination needed to understand it,—no time needed in which to read it. *It is never shut up between covers while you are paying for it.*

Why strain the English language in painting word pictures which never can be sure of the success they richly deserve? There are far more pitfalls possible in text than in illustration. Text

POSTER ADVERTISING ASSOCIATION.

OFFICIAL

Associated Billposters' Protective Co.....147 Fourth Ave., New York City
N. W. Ayer & Son.....300-308 Chestnut St., Philadelphia, Pa.
George Batten Co..Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City
A. M. Briggs Co.....1108 Hippodrome Bldg., Cleveland, Ohio.
Geo. L. Dyer Co.....42 Broadway, New York City
Mahin Advertising Co.....Monroe Building, Chicago

True?

Valley Forge will carry him through the word picture is forgotten.

knows, worked an advertising record those advertisements have been without

the picture is a wonder-worker.

Poster

picture advertising

may be misinterpreted but the Poster never.

The Poster will carry your message everywhere, more lucidly, more quickly, and more economically than any other medium.

How economically you will be surprised to learn if you will write us. We have nothing to sell.

We are simply a central source of information on posting. A good idea is to ask for figures on a campaign in specified cities or towns anywhere in the United States or Canada.

1620 STEGER BUILDING, CHICAGO

REPRESENTATIVES

Massengale Advertising Agency.....	Atlanta, Ga.
Ivan B. Nordhem Co.....	Bessemer Building, Pittsburgh, Pa.
The Crocket Agency.....	Maison Blanche Bldg., New Orleans, La.
George Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
Henry P. Wall.....	John Hancock Bldg., Boston, Mass.
J. J. Sheehan.....	San Francisco, Cal.

her money's worth, and King Midas Bread gets the benefit.

The little girl in the poster is used also on the bread labels, and in cut-outs of celluloid in colors which are distributed to the children. The character means nothing with regard to flour or bread, either, but is attractive and serves as another link in the campaign.

Shane Bros. are preparing to take advantage of the consumer prestige which is being built up for the flour by getting out a special twenty-five-cent sack, which is to be advertised through the grocery stores. Almost everybody buys some flour, whether they bake bread with it or not, and it is desired to take advantage of every possible bit of help which can come from the baker advertising.

\$50,000,000 IN ELECTRIC SIGNS

The first electric light plant ever put in operation in the United States was at Appleton, Wis.; the date was 1885. We now find an electric light plant in almost every village, and the amount of capital invested in these central stations in our country is over one and a half billion dollars.

The first electric sign ever built was built about five years later; it was a very crude affair, made by nailing some sockets on to a board, and painting the letters. Since that time the growth of the electric sign business has been very rapid, but until fifteen years ago it was an unorganized industry. At about that date there were several large companies who went seriously into the electric sign business, and who studied the condition and have brought the business up until it has become a very highly organized industry.

To-day the investment in electric signs in the United States is over fifty million dollars.—*Electrical World*.

NEW MEN IN BUTTERICK'S

Percy Waxman, for six years with The Street Railway Advertising Company, New York, has recently joined The Butterick Publishing Company to take charge of the Promotion Department. Other men who have recently joined the Butterick organization are Waldo L. Ledwidge, for many years circulation manager of the *Boston Journal*; William J. MacMurray, formerly circulation manager of the *Chicago Journal* and *Chicago American*, and F. H. Van Gelder, formerly circulation manager of the *Boston American*.

Of the eighty million lamps which the lamp factories in our country have manufactured during last year, eight millions of them were sign lamps.

POSTERS IN DEALER CO-OPERATION CAMPAIGN.

KNO-TAIR HOSIERY DEMONSTRATION WEEK LINKS UP NEWSPAPER ADS AND POSTERS OF SIMILAR DESIGN—DEALERS NOT OBLIGED TO SPEND THEIR OWN MONEY TO SECURE THE HELP—"CAN'T GET AWAY FROM IT" FEATURE OF THE POSTER DISPLAY

The Kno-tair Hosiery proposition has been narrowed down to a dealer co-operation campaign, due to numerous influences in the trade. Competition in the guaranteed hosiery line is keen, and since from three to six months intervene between the first order and the repeat there is plenty of opportunity for competitors to switch the demand. It has been found that the dealer's influence goes a long way in swinging the repeat order, and in consequence a large part of the appropriation is now being spent to insure the good will of those dealers who handle the hosiery.

The Kno-tair Hosiery Company's magazine campaign, starting some two years ago, secured agencies for the goods in practically all of the large cities, and started the goods to moving from the dealers' shelves. The company felt, however, that something more was needed, so the system of weekly demonstrations was adopted, backed up by posters and newspaper ads over the dealer's name.

These local campaigns are worked up in consultation with the dealer. The representative of the Kno-tair company goes to the dealer, tells him about the posters which are apt to be displayed, and states that the company is going to spend a certain sum of money in the newspapers, the ads to be signed with the dealer's name only. The dealer is urged to spend some money of his own in addition to the company's amount, but that is not made a condition. If he doesn't choose to add anything to the local appropriation it goes ahead anyway. The posters are placed in sub-

POSTERS impress the public by their magnitude, prominence and short, effective story. That's why small expenditures give the impression of vast outlay. Trade marks or typical figures may be enlarged to the life size, or the actual package to full proportions, which becomes familiar to the possible purchasers, and is an added safeguard against substitution.

CLASS "A" SERVICE, GUARANTEED IN THE FOURTH LARGEST CITY IN THE COUNTRY

ST. LOUIS POSTER ADVERTISING COMPANY

P. J. McALINEY, President

ST. LOUIS - - MISSOURI

way and elevated stations and along trolley lines. Painted displays are located on the principal railroads just outside the city, to attract the commuter traffic and those who come in on shopping tours from suburban towns. The design reproduced here-with is used exclusively, and the words "Don't Forget, Dear," are made a sort of general slogan for the campaign.

The newspaper copy is designed and illustrated in such a way as to be instantly associated with the posters. One of the ads run is an electro of the poster design, with the dealer's name at the bottom. Of course the amount of space taken during the week depends upon the importance of the city, the dealer's stock and the amount he is willing to add to the appropriation on his own account, but all of the advertising is done over his name. In addition to the posters, the dealer is supplied with post cards bearing a color reproduction of the poster which he can mail to his customers, or furnish a list of them and the company will attend to the mailing.

The representative of the company stays in town throughout the demonstration week, supervises the work in the store, arranges window displays and sees that signs are properly displayed throughout the store.

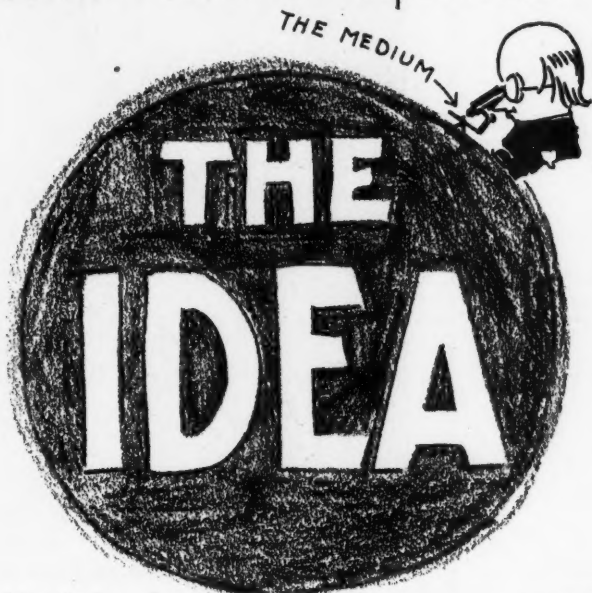
One dealer in Buffalo, N. Y.,

REFERRING DIRECTLY TO THE NEWSPAPER ADVERTISING

agreed to spend \$25 of his own money in addition to the \$50 which the company was to spend in the newspapers. The advertising was incorporated in the store's regular advertising additional space being taken for the purpose. The results at the end of the week showed a sale of more than \$1,000 worth of the hosiery, on the strength of which the company agreed to pay for a hundred lines per week for ten weeks as a follow-up on the demonstration.

The company places a good deal of importance upon the poster displays, and distributes them with great care, to make it impossible for the consumer to "get away from" Kno-tair advertising.

"Their relative importance"



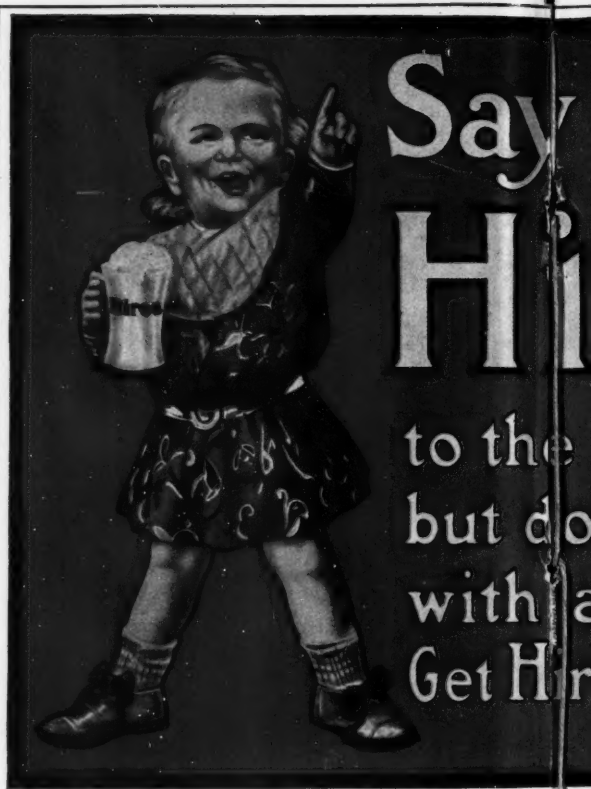
Its taken for granted theres quality
in the merchandise



J. Chas. Green Co.

HOME OFFICE

SAN FRANCISCO
BILL POSTING
PAINTED DISPLAYS



One of the 16-sheet Hires posters

WE have traveled forty-three years along the advertising road and have gained an intimate knowledge of many excellent mediums. Billposting is one. We use it for a large number of our customers because of its fitness to meet their needs.

Billposting has made a noteworthy advance in quality of service. We have industriously co-operated in the uplift.

N. W. AYER
Advertis
PHILADEL

NEW YORK

BOSTON

Official Representatives of the Posters

ay
Hires
the fountain man
don't be put off
th a substitute
Hires! Hires! Hires!

et Hires posters just off the press

We maintain a special department for Outdoor Advertising. The comprehensive facilities of this department are at the service of our customers, likewise our knowledge, our experience and our advice. If you have never considered billposting, perhaps we can point out where, how and when you can employ it advantageously. We have seen many striking examples of its value.

YER & SON

Advertising

PHILADELPHIA

CHICAGO

CLEVELAND

of the Poster Advertising Association

When Advertising, Remember

New Orleans

The City of Opportunities

and

The Gateway to the
Panama Canal

Bill Posting

Distributing

Painted Bulletins

Sign Tacking

Painted Walls

Commercial Sign Painting

J. Garlick

Out-Door Advertising

820-830 Dryades Street

All Boards on Avenues and Streets

Traversed by Street Car Lines

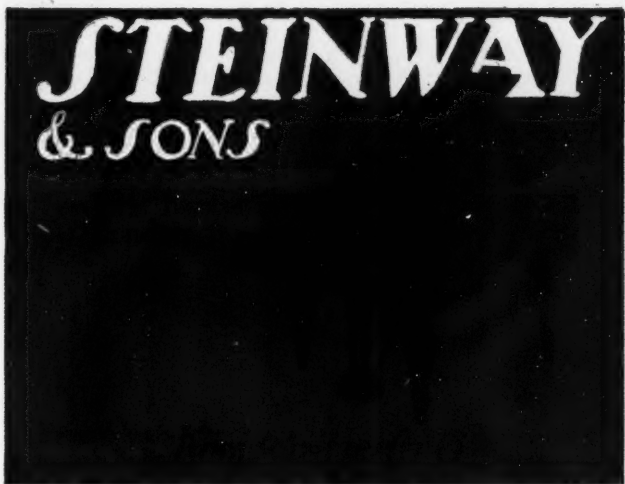
GERMAN POSTER CHARACTERISTICS

REASON-WHY COPY ALMOST NEVER USED—SOFT BACKGROUNDS WITH THE MESSAGE DISPLAYED IN STRONG COLOR AND FEW WORDS—THE GERMAN ADVERTISER BUYS A POSTER RATHER THAN BILLPOSTING SERVICE—ARTISTS' NAMES SIGNED AS A RULE

From the standpoint of copy, the German poster has two salient characteristics: It must be seen

ing to do a thing is almost always entirely emotional. Mental laziness is present in ten thousand people where emotional laziness is encountered in one.

The German poster takes advantage of those circumstances, and is almost altogether emotional. Reason-why copy is conspicuous in its absence. The poster creates a sense of gratification, and sends the name of the product home in the middle of it. The qualities and characteristics of the product are suggested in the technique of the poster itself,



POSTER IN THREE COLORS BY LUCIAN BERNHARD

and not missed wherever it may happen to be placed, and it tells the whole story at a glance. This is accomplished, primarily, because German posters are emotional rather than rational.

There is no occasion to go into the psychology of it. Everybody knows that most people do not *think* any more than is necessary, but that they all *feel* because they cannot help it. An object may give pleasure or pain wholly apart from any rational process of intelligence. Before a man will begin to reason he must be persuaded to *want* to reason, and want-

but are seldom made the subject of a worded message.

The accompanying illustrations, which are used by courtesy of the International Art Service of Berlin, Munich and New York, are examples of this emotional quality applied to products of American manufacture. There isn't a word of argument on any one of the three, yet each is plainly a great deal besides the "name of the product and a picture of the product." Indeed, the Steinway poster and the Oliver poster can hardly be said to contain pictures of the products; at least they are

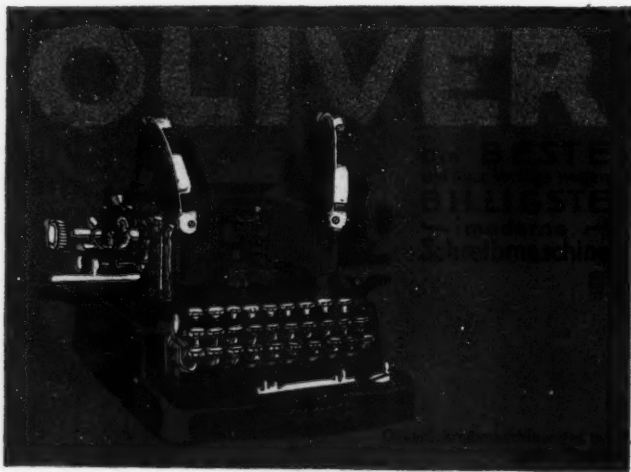
far from photographic reproductions of them.

It is interesting to notice how these posters secure the desired effects of being seen wherever they are placed, and telling the whole story at a glance. The first is, of course, largely a matter of contrast, color and balance; while the second is secured by means of certain peculiar characteristics in the representation of the goods themselves.

The backgrounds of all three are soft in tone and thoroughly

upon the strong color. An extreme example would be an attempt to make an electric sign in which the background would be the light and the letters the dark spaces.

Oftentimes the poster with the brilliant background may truly be said to be advertising itself as a poster, because nobody can help knowing that it is there, but the thing it was really meant to advertise gets lost because few people look long enough to make out what it is.



POSTER IN THREE COLORS BY PAUL SCHEURICH

inconspicuous. This is a characteristic of most German posters—some of them are printed on plain white paper—and there is a good reason for it, too, because the story is not in the background. It is not desired to give an impression of a background, but of some particular message, and the making of the background too strong lays the emphasis in the wrong place. It is quite true that a large mass of strong color in a background serves to make the poster "stand out" from other posters which may be near it, but it takes more than a fleeting impression to get the message which is imposed

upon the strong color. An extreme example would be an attempt to make an electric sign in which the background would be the light and the letters the dark spaces. Oftentimes the poster with the brilliant background may truly be said to be advertising itself as a poster, because nobody can help knowing that it is there, but the thing it was really meant to advertise gets lost because few people look long enough to make out what it is.

Who can miss the grand piano or the name "Steinway" in the poster reproduced? The green bar behind the piano comes as near as anything can to making three dimensions, since it has the effect of being *between* the piano and the background. Try leaving it out, and see what happens. Also try putting a photographic picture of the piano in place of the one in the poster.

Right there is another place where the emotional quality comes in. The observer is not presented with a piano, but with a suggestion of a piano, out of which he can imagine just the



Headquarters for Poster Advertising throughout the Metropolitan District which offers a population of 7 $\frac{1}{4}$ millions— $\frac{1}{8}$ th of the entire population of the United States that can be reached by protected Poster Advertising.

You cannot afford to pass
up this productive territory

Write, Phone or Wire

And let us prepare a Poster
Campaign to fit your business

Be convinced of facts

Poster Advertising sells goods
On the job all the time
Sure cure for business ills
Tells its story briefly
Effectively reaches all classes
Results are sure to come
Strong in pictorial appeal

P O S T E R **advertising** **Campaigns**

ARRANGED TO FIT YOUR SELLING PLANS

A guaranteed, listed and protected
service in over 6,000 cities and towns
in the United States and Canada.

BOOKLET ON REQUEST

HENRY P. WALL

GENERAL OFFICE
John Hancock Building
BOSTON

BRANCH OFFICE
320 Fifth Avenue
NEW YORK

In Cuba

there is a good market.
Get it through outdoor
advertising.

Havana Advertising Co.

Obrapia 36, Havana, Cuba

sort of piano he would like. It should be remembered that the piano poster is directed toward the artistic sense. It is dealing with a product for the artist, and what we call "atmosphere" goes a long way.

When we come to the typewriter we find the illustration worked out a good deal more in detail, for it is addressed to a class of people who care more about mechanical details of construction and the like. The high lights picked out in bright yellow are so many lightning rods for attention, and do not spoil the pic-

ture there is no reason why they should always do so. The chief object of a poster is to make a person want to know more about the goods, or to remind him of what he already knows. If it does that, its duty is done, and it is worth all it costs. Of course, there is no law against going farther and trying to make the poster argumentative, but the great majority of German posters stop short of that point.

One reason for the difference between German and American posters—without any attempt at discussing their relative advertis-



POSTER IN FIVE COLORS BY LUCIAN BERNHARD

ture because the relations between the high lights and shadows are the same as in the actual machine. A good many clever stunts can be worked by imagining the product in different colored lights and drawing it so. As long as the *relative* color values are kept the same as when the product is seen in ordinary light, the picture will be recognizable.

The Stollwerck poster shows a still closer representation of the package. There is no reason why good posters should not show every detail of the goods, and

ing value which would be useless labor—is the difference in conditions. Here the advertiser buys billposting service; in Germany he buys a poster. In America the art departments of the various outdoor advertising concerns take care of the work which the solicitors bring in, and it is put out as the product of the "house." The German poster artists, on the contrary, are mostly independent workers, who make posters for the advertiser, and sign their own names to their work. It is simple enough for an

artist to turn out a botch job when it is supposed to be the product of an art department and no individual name is connected with it, but it is quite another story when every poster on the boards carries the name of the man who made it. That is one of the reasons why German posters are strong in artistic quality.

Then, too, the German poster artists are specialists, most of them. One man draws nothing but humorous posters, another specializes in simple style and striking color effects, a third makes society pictures. The advertiser makes up his mind in a

A TEST OF THE VALUE OF BILLBOARDS

HOW THE CHARLES E. HIRES COMPANY TRIED OUT POSTERS IN A CERTAIN TERRITORY—TAKING ADVANTAGE OF POPULAR SENTIMENT—THE DANGER OF "KNOCKING"

When the Charles E. Hires Company, makers of Hires Root-beer, started the campaign to regain the lost market, as told in PRINTERS' INK for May 16, it was desired to use every means which would be profitable. Some said bill boards would pay—others



TO TAKE ADVANTAGE OF THE "PURE FOOD" SENTIMENT

general way what he wants, and goes direct to the artist who can give it to him. It is easy to see how this system tends to raise the artistic standard, for if a man's work falls below the mark he is likely not to get the next contract.

From the advertiser's point of view it is a help, too, in that it tends to prevent indiscriminate swiping of designs. Instances are known where artists have swiped German designs and sold them in this country. But it doesn't often happen in Germany, because the advertiser looks at once for the artist's name

said they would not. The only way to find out definitely was to try and see.

So the company resolved to try the experiment, and to make it as fair as possible, the district sales manager of the territory where the posting was to be done was told nothing about it in advance. Moreover the territory selected was one in which competition was particularly keen.

It was just at the time when the agitation over the Pure Food law was at its height, and it was thought that some advantage should be taken of the popular interest in the subject. So the line

"Full Up"!

OUR Poster plant in Toronto is full to capacity. Toronto is a city of over 400,000 and our plant is sufficiently extensive to cover it thoroughly, yet we are obliged to decline all further "paper" for immediate posting.

All national advertisers desiring to enter this exceptional field should make reservations at the earliest date possible.

TORONTO is the hub of a great territory of populous and prosperous country and is visited daily by many thousands from "outside". It is the logical basis for a Canadian campaign. The city adds 35,000 people to its permanent population each year.

WE place Poster advertising in every part of Canada and own outright the plants in Toronto, Halifax, St. John and many other places.

ESTIMATES on a posting campaign will be prepared immediately for any section or the entire country, and without obligation. As a preliminary to its consideration, write us and find how little it costs to post

In Canada.

E.L.RUDDY CO LIMITED

(Formerly Connor-Ruddy Co.)

Head Offices: TORONTO

"A Drink—Not a Drug" was given a prominent place in the poster, as it was in all the magazine and newspaper advertising. Other prominent features desired were, of course, the name Hires and the familiar trade-mark. A background of a meadow scene was added to connote the origin of the drink from familiar roots and bark.

As has been mentioned, the posters were placed without notice to the district sales manager. In a few days he wrote in and wanted to know how widely they had been distributed through his territory, but got no specific information. A little later he wrote that "business had improved somewhat." By the time the posting contract expired, the company had a letter from that sales manager stating that his business in Hires had increased three hundred per cent since the posters went up.

Mr. Hires attributes the unusual results largely to the fact that public sentiment was aroused over the Pure Food agitation. However

the line "A Drink—Not a Drug" might easily be construed as a "knock" or at least an insinuation, and as such it was not considered good advertising for continuous use. The company is using posters again this year, as a part of the general campaign to popularize the name "Hires," following the wider distribution of the dispensing machine.

AGENCY HOUSE-ORGANS

CREAM OF WHEAT COMPANY.
MINNEAPOLIS, Apr. 26, 1912.

Editor of PRINTERS' INK:

Replying to your favor of March 25, will say: There is so much that is wrong and so little that is right in the advertising agent business that I hard'y see why you should use this particular lapse from grace as a horrible example. It certainly is not right for an advertising agent to solicit advertising from publishers, to be carried in an organ of his own, if he uses the leverage of his influence over his client to secure this advertising, which he usually does.

If you are going to start a crusade, however, against the shortcomings of advertising agencies, you will "done sure have your hands full."

E. MAPES,
Secretary.

What's the answer?

Many of our customers, in Ohio, use the Out-Door medium exclusively and have for years. If it pays them, will it not pay you?

The Bryan Co.

OHIO'S GREATEST BILL POSTERS

BULLETIN & WALL PAINTERS

CLEVELAND
TOLEDO
DAYTON
YOUNGSTOWN

AKRON
LORAIN
& 40
TRIBUTARY TOWNS

Cleveland
Sixth City

WHEN THE DEALER DOES THE POSTING

CAN HE BE RELIED UPON TO USE THE SHEETS PROVIDED BY THE ADVERTISER?—HOW ONE CONCERN USES ITS SALESMEN TO CHECK UP WHAT DEALERS DO IN THIS DIRECTION

Can dealers be depended upon to do local posting for the advertiser? Some manufacturers provide dealers with posters, as they supply them with electros for newspapers, hangers, window displays, etc. PRINTERS' INK asked one advertiser, the Schwab Clothing Company of St. Louis, which has done a large amount of posting through dealers, how much posting dealers in most cases actually put up, how they knew of the disposition made of the posters by dealers and how much posting could be checked up.

William J. Ellis, the advertising manager, says:

"I can assure you that we get very satisfactory co-operation from our dealers. This may be because we keep in touch with them continually in and out of season; also we have so interested our salesmen that they personally investigate and ascertain if the advertising matter is being used.

"I suppose if we were merely to send out these posters and other advertising at the beginning of the season and not remind the dealer any further about them we would probably not be able to be so well satisfied with the situation as we are.

"We have several dealers who tell us that they are able to trace very satisfactory results to their posters; in fact I have a letter to-day from an Arizona concern who place their entire reliance on posters."

Many of our poster designers who are evidently under the sway of Japanese art appear to be under the delusion that if they carefully copy the Japanese conventions—the very feature they can best afford to neglect—they are displaying the true Japanese insight. Bizarrerie may be an adjunct to art, but it is not an attribute of it. —Raymond Needham in "The Poster."

The Most Stupendous Commercial Event

of the twentieth century will be the opening of the Panama Canal.

At that time, greater benefit to commercial interests will be reaped by the North Pacific Slope than any other part of the world.

In preparation for this increased activity, railroads and steamship lines are providing more adequate terminals and harbor facilities costing many millions of dollars.

Statistics show an increase of about 400 per cent in the past ten years in factory capital.

These conditions make the Northwest a very valuable market. Advertise and place your goods where big things are being done and use the logical media:

Posters and Painted Displays

Foster & Kleiser-Signs.

Seattle,
Portland,
Tacoma,
Bellingham.

OUT OF THE WEST TO NATIONAL SIZE

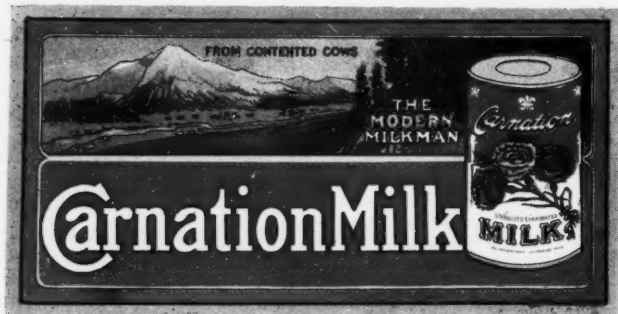
A STORY OF THE GROWTH OF CARNATION MILK—OUTDOOR ADVERTISING SELECTED AS THE MEDIUM FOR SECTIONAL CAMPAIGN AND MAINTAINED ON ITS SHOWING OF RESULTS—WHY THE SLOGAN IS BEING CHANGED—TO BEGIN MAGAZINE CAMPAIGN

By Kirke S. Pickett.

When E. A. Stuart, a wholesale grocer of Los Angeles, began to advertise Carnation Milk in a small way on the Coast, he did not have in mind a national cam-

pany and value of evaporated milk. People had not been told that Carnation Milk was simply the milk, thoroughly purified and with the surplus water taken out. A new business literally had to be created—the public educated into purchasing canned milk from the grocer instead of in the bulk from the milkman.

How difficult it has been to build this business up to its present immense size may be realized by the fact that during the first few years one of the largest wholesale houses on the Pacific Coast, doing a business of more than a million and three-quarters annually, did not average more



THE PAINTED SIGN THAT HELPS DEVELOP MIDDLE WEST AND EASTERN DEMAND

pany, finally. He chose outdoor advertising as a fit medium for his immediate needs, because, as a grocer himself, he had come to understand its appeal to the trade as well as the consumer. But inasmuch as Carnation Milk has "grown up" to full national stature, and will shortly be represented by copy in the magazines, it is instructive to trace this growth, fostered entirely as it was by outdoor publicity.

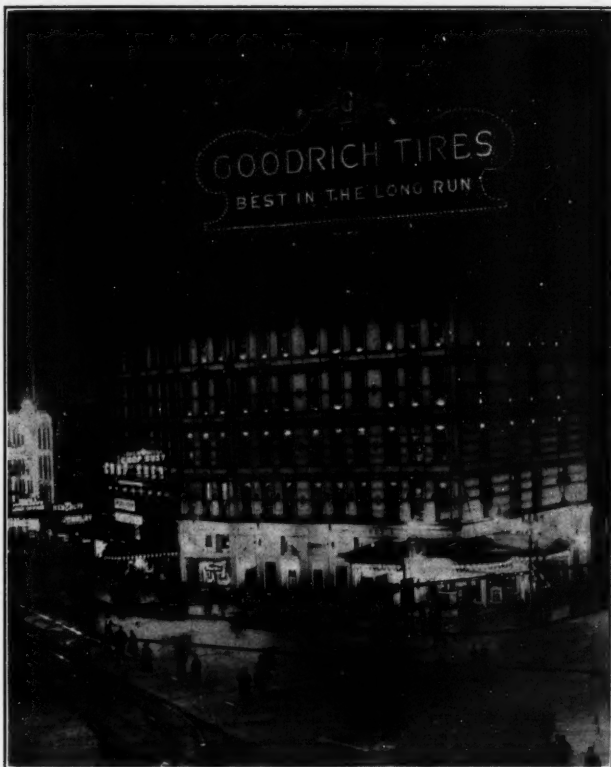
Mr. Stuart appreciated the value of the legitimate wholesaler and the retailer as an actual selling power, consequently the whole selling plan was based upon co-operative methods rather than trying to coerce.

A prejudice existed and still exists with many concerning the

than two cases a year of Carnation Milk.

But Mr. Stuart began with one condensery at Kent, Washington. Within twelve years the business has grown until the company has fourteen large condenseries in the states of Washington, Oregon, Wisconsin and Illinois. Some magnitude of the business is shown by the fact that their own can factory has a capacity of one-half million cans per day of ten hours.

The first real advertising, which was confined solely to the extreme West, was in 1907. Painted bulletins and walls were used. It was not until the summer of 1911 that work over a wide territory was undertaken. The first order for advertising was placed in



“LOOK WHO’S HERE”

In the very hub of Greater Detroit on Campus Martius, this mammoth spectacular electric sign emblazens the heavens nightly and is equally visible by day, proclaiming to hundreds of thousands of readers the merits of Goodrich Tires to all the people all the time. Six other prominent electric displays are viewed from this point, all of which were constructed, erected and are being maintained by

WALKER & CO.

OUTDOOR ADVERTISING

Poster, Painted and Electrical Displays
DETROIT . **MICHIGAN**

POST CHICAGO

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Increased Business

Is a matter of effective effort

DOES ANYONE NEED TO BE
TOLD WHERE POSTERS FIT
INTO AN ADVERTISING
CAMPAIGN?

They Get Effects Away from
the Commonplace

IT IS OUR BUSINESS TO KNOW
Let Us Show You

American Posting Service

CHICAGO, ILL.

B. W. ROBBINS, Manager

POST CHICAGO

COLUMBUS, OHIO

"The ONE best city in the Central States"

Some years ago we "hitched our wagon
to a star." It is still hitched, and we
are still giving every advertiser the best
of service on a perfect plant.

"RIDE ON OUR WAGON"

Poster Advertising--Painted Displays

THE COLUMBUS BILLPOSTING COMPANY

Geo. L. Chennell, Mgr.

July, and covered campaigns in about twelve cities. By December, 1911, this advertising had proved so profitable in the volume of business it produced that increased appropriations were made for all the original cities and other cities were taken on. Today, in less than a year, extensive campaigns are running in forty-two of the leading cities and tributary territory from Pittsburgh west.

In every large city is a broker who is in constant and frequent contact with the wholesale and retail trade. Just preceding the actual advertising a force of salesmen has called upon the trade and explained in detail the product and the co-operative advertising. The retailer was made to realize that he was not being forced into selling Carnation Milk, but by their combined efforts a new product was being added to the grocery line enabling the grocer to be the milkman of his district. At no time was an effort made to overstock the trade. Mr. Stuart always preferring to sell a man just what he can dispose of within one or two weeks. On the strength of the outdoor advertising to be done distribution was largely completed by the time the bulletins and wall ads were displayed.

Mr. Stuart realized, as did also the Mahin Agency, which, from its inception, has handled this account, that a painted display campaign would have marked influence with the trade as well as the public.

The grocer sees that this advertising is being done right in his own neighborhood where it constantly and permanently tells the vital selling fact of Carnation Milk to everyone of his customers and prospects. Every day as the women come to market they see one or more of these ads. No matter where they move in the city, the one big fact that Carnation Milk is the "Modern Milkman" is reiterated and firmly impressed on their minds.

The outdoor displays in forty-two large cities and surrounding towns started the product far

along the way to national distribution.

People who have not been persuaded to use Carnation Milk through outdoor advertising will be reached through the combination of page ads in the big newspapers in large cities and the use of national magazines, including *The Ladies' Home Journal*, *The Saturday Evening Post*, *Women's World*, *American Sunday Magazine*, *Delineator*, *Illustrated Sunday Magazine*, *Designer*, *New Idea*, *Housekeeper*, *Christian Herald*, and *Ladies' World*. In addition, a supplementary campaign will be run in recreation publications. Through outdoor advertising the business was created and now it will be protected by the constant repetition of the painted bulletins and walls and other forms of advertising. The increase, it is expected, will come from the combined power of all mediums.

The illustration accompanying this article shows the basic idea in the copy. The two phrases identified with Carnation Milk are "From Contented Cows" and "The Modern Milkman." Cows that are "contented" because they have green grass the year round and the purest of water from the mountain snows, and healthy cows giving pure milk. Every piece of copy emphasizes this idea.

When the business has spread it was impracticable, on account of the freight rates, to ship from the extreme West to the Eastern territory, and so plants were established in Wisconsin and Illinois. It was not now possible to advertise that cows had green grass all the time. This condition developed the phrase now used, "The Modern Milkman."

The educational copy in the other mediums explains more in detail the reason for canned milk.

John N. Willys, of the Willys-Overland Company, Toledo, Ohio, has purchased the controlling interest in the Gramm Motor Truck Company, of Lima, Ohio, manufacturers of the Gramm Commercial cars. Mr. Willys becomes president and general manager.

HOW "TIZ" IS PROTECTING ITS DEMAND

IMITATORS BY THE SCORE COPIED STYLE OF ADVERTISING AND EVEN THE NAME—A SPECIAL CAMPAIGN TO MAINTAIN LEADERSHIP—NATIONAL BUSINESS DEVELOPED IN MAIL-ORDER MEDIUMS AND NEWSPAPERS—PART PLAYED BY PAINT-ED DISPLAY

By R. W. Gage.

It fell to the lot of "Tiz," the foot remedy, to be imitated, the moment it became exploited as a great selling success. Imitators came forward by the half-dozen, fondly hoping to jump into the market so carefully, and even painfully, made ready by the "Tiz" advertising. The necessity of maintaining sales against the late comers, explains why "Tiz" is now appearing in painted display bulletins. Until this problem arose "Tiz" had never been "outdoors."

Competition has frequently stopped at nothing. It has boldly followed the type and style of the newspaper "Tiz"

ads; it has even in some cases laid the name of "Tiz" under tribute by advertising such raw near-copies as "Biz" or "Ziz." Any advertiser who has learned how easily the consumer is confused can appreciate that Walter Luther Dodge, the owner of "Tiz," began to study with much concern how he could insure the permanency of his business and protect purchasers from substitution.

Some years of hard labor and over a million dollars was spent to build up "Tiz." All this was done in a way that created absolutely new business for the druggists. After several years' con-

stant use of the newspaper space, there came a time when the columns of some newspapers carried ads of from three to five direct competitors following "Tiz" in style of copy and everything else. Most of these imitators have seen the futility of their effort and dropped by the wayside. But they made it advisable for "Tiz" to find a new medium that would not only increase the business but insure its permanency and stability, and do this at a reasonable cost.

It was reasoned that prospects could be influenced at opportune times by a number of well located bulletins. For example, clerks, solicitors, workmen, motormen and the like, on their feet most of the time, are forcibly reminded by their own physical annoyance that relief is very much to be desired. As they walk from their place of business to the cars and from the cars to their home, and all along the route of travel they

are told by these bulletins the big, vital fact that "Tiz" Cures Sore Feet. Right in the prospect's own



AN ANTI-SUBSTITUTION PAINTED DISPLAY BULLETIN

neighborhood, close to the very stores he is accustomed to patronize, he is again reminded by one of these bulletins or walls what "Tiz" will do for him.

The forcibleness and simplicity of the copy is designed to send him into the store not merely for a foot remedy, but with the definite idea of securing "Tiz."

A great many of the people, it was thought, read newspapers hurriedly. It was thought bulletins would reiterate and emphasize "Tiz" to all the newspaper readers.

After Mr. Dodge devised the remedy he searched for a name. He first thought of using the first

two letters of his name, but that was unsatisfactory. He asked himself what it was for and wrote down the answer. "'Tis for tender feet." By changing it to "Tiz" he coined a word that is short, distinctive, can be registered, and when coupled with the words "for tender feet" practically tells the whole story. So "Tiz" it is.

The try-out ad occupied less than an inch of space in one of the mail-order publications. Several years and considerable money were spent in trying to work up a mail-order business. This proved the value of the name "Tiz"; the merit of the product and its selling possibilities. The percentage of repeat orders from the mail-order customers was unusually steady and large. This gradually brought in small voluntary orders from wholesalers for shipments direct to druggists. One sale usually resulted in subsequent orders, demonstrating positively that Mr. Dodge was justified in planning to market "Tiz" nationally through the regular channels of trade.

Indianapolis was selected as the test city for a series of ads in the newspapers. Results were even greater than anticipated. A month later Columbus, Ohio, was added, then followed Cincinnati and Pittsburgh. History repeated itself in each city.

Before that summer was over Mr. Dodge laid his plans for advertising nationally. Something of the task involved can be realized when one knows that he had no drug store distribution, no established relationship with the wholesalers, no sales force, yet he was contemplating advertising in every leading newspaper in the United States. That meant work and investment of a great many thousands of dollars.

In less than a year from the time the business was started in Indianapolis, "Tiz" was being advertised in nearly every good daily and weekly newspaper in the United States. Distribution was established everywhere. Another year of continued advertising saw "Tiz" placed upon a permanent and profitable basis and



Do You Know What Article Each One of These Illustrations Advertises? I Believe You Do

On the other hand, can you recall from the printed advertisements in the newspapers and magazines, an argument for each, telling why you should buy it? If not, then the **ILLUSTRATION**, not the argument, is the selling force in advertising. And still further, if your mind **pictures** these illustrations **IN COLORS**—THEN you have seen them on the bill boards or walls!

GEORGE ENOS THROOP - - CHICAGO

the hundreds of thousands of dollars invested began to show returns. Newspaper advertising was maintained steadily.

Then the imitators sprang up. It looked so easy, so simple; but they forgot the vast amount of preparatory work and the heavy investment which came before "Tiz" was made one of the national advertising successes.

These imitators have never made enough headway to be a serious menace to "Tiz" or the public. But with scores of them disturbing the business, protection became advisable. Tests seemed to demonstrate painted bulletins and walls to be the logical medium for increasing the business and preventing encroachments of imitators.

The bulletin copy—five designs are now used—is made up of the headings and illustrations run most extensively in the newspapers. This emphasizes and enlarges all the advertising and connects it up in an emphatic way. It strengthens the bond with the trade and the public and makes the asset of good-will very much more valuable.

And this combination of publicity medium has, as evidence shows, done much to keep "Tiz" established in the trade.

NATIONAL MANUFACTURERS MEET

The National Association of Manufacturers held their seventeenth annual convention at the Waldorf-Astoria in New York on May 20, 21 and 22. One of the problems scheduled for discussion, was the prevention of industrial accidents. Moving pictures of devices employed by the Brown & Sharpe Manufacturing Company of Providence, R. I., were to be used in connection with the discussion. Charles A. Conant of New York, was on the programme for an address on the relation of the Panama Canal to commerce and its probable effect on our trade with South America.

SOUTHERN PUBLISHERS TO MEET

June 4, 5 and 6 have been selected as dates for the annual gathering of the Southern Newspaper Publishers' Association, which will be held at Knoxville, Tenn. Among the prominent men asked to deliver addresses are Arthur Brisbane, Frank A. Munsey, Adolph S. Ochs, Senator Luke Lea, Oscar W. Underwood and B. W. Hooper, governor of Tennessee.

WHAT HAS BEEN DONE TOWARDS AN AGENCY ASSOCIATION

OFFICE OF THE PRESIDENT

FRANK PRESBREY CO.

NEW YORK, May 17, 1912.

Editor of PRINTERS' INK:

I give you herewith the full history of the movement looking toward the organization of a national association of general advertising agents.

At the Boston meeting, which was attended by between sixty and seventy general advertising agents, there was a resolution introduced and unanimously passed appointing a committee of which I, as presiding at the general agents' section, was made chairman; this committee to meet in Buffalo and formulate plans for the organization of a national association of general agents. There were appointed on this committee: W. H. Johns, George Batten Company, New York; David L. Taylor, Taylor-Critchfield Company, Chicago; E. T. Gundlach, Gundlach Advertising Company, Chicago; F. Wallis Armstrong Company, Philadelphia; Allen Wood, Wood, Putnam & Wood, Boston; Allen Collier, The Proctor & Collier Company, Cincinnati; H. E. Lesan, H. E. Lesan Advertising Agency, New York; Albert Lasker, Lord & Thomas, Chicago.

This meeting was properly called, but only two of the original committee (Mr. Johns and myself) appeared. Mr. West was there as representing the Lesan Agency and Mr. Hart came down to find out what was doing, for the Taylor-Critchfield Company. We were very much disappointed, but those of us who were there held the meeting and we formulated a plan which was put up to the other members of the committee; they all approved it, except the Chicago contingent, and they have declined to express or commit themselves in any way.

We felt that it would be useless to form a national association without Chicago being represented, and the matter has, therefore, been left in abeyance and practically nothing done. It has been deemed expedient, in view of all the circumstances, to leave further action until the Chicago people organize a local association, as we have here in New York, and get together themselves. Boston already has an organization, and when Chicago perfects its local organization, we can get together and perfect a national association.

It is a shame that those of us who are engaged in this business are all fighting our battles single-handed, when every other line of activity, whether advertising or anything else, is organized so that its members have the opportunity of expressing through their national organization a united voice.

I have no doubt that definite steps to form a permanent organization will be taken at the Dallas meeting. There is a crying need for it and a great majority of agents are in favor of it, and I shall be very much disappointed if something is not done at Dallas.

FRANK PRESBREY.

BEHIND THE SCENES IN POSTER ADVERTISING

(Continued from page 8)

capped, is about sixty days. If the sheets are rain-lapped, that is, hung shinglewise instead of from top to bottom, as is commonly done, this period can be somewhat prolonged.

For posting in preferred locations, particularly in cities like New York and Chicago, special rates are charged. These special spaces, usually 10 by 20 feet or 10 by 25 feet, range in price from \$2 to \$25 per week, which charge includes posting, renewing, and electrical illumination.

According to S. Pratt, of the Van Beuren and New York Bill Posting Company, that concern secured a location on Broadway in the heart of the theatre and hotel district, for which they paid a yearly rental of \$8,000. As they were able to find room for thirteen spaces, all double deckers (twenty-six spaces in all), the cost to them of space was about \$6 per week, exclusive of construction, illuminating and posting cost.

In another instance they paid as high as \$12,000 a year for a location, 104 by 100 feet, in a choice Broadway district, facing one of the prominent cross streets. Here they were able to erect two rows of double deckers, or four tiers, each ten feet high, and the investment proved a good one. These figures, which are extreme, apply only along Broadway, facing a square like Longacre, or streets like Thirty-fourth, Forty-second or Fifty-ninth, where everything is lit up, crowds gather, and elevated trains and street cars cross.

The Geo. A. Deatel Advertising & Selling Service opened for business, with offices in the Munsey Building, in Baltimore, on Thursday, May 9. The firm will conduct a general advertising business. Mr. Deatel's various connections in the newspaper, street car and general advertising field have covered wide territory in the North, South, East and West, and gives him a wide range of knowledge of the advertising business.

Illustrated Sunday Magazine

*To the Vigilance Committee
at Dallas:*

The ILLUSTRATED SUNDAY MAGAZINE does not carry any objectionable advertising in its columns.

*To the Advertising Managers'
Association:*

The ILLUSTRATED SUNDAY MAGAZINE has had its circulation figures examined and is ready to prove at any time its circulation which is over 1,100,000 copies per week.

To Advertisers and Agents:

The ILLUSTRATED SUNDAY MAGAZINE will show results—In Sales and Returns.

Why not The ILLUSTRATED SUNDAY MAGAZINE with its tremendous distribution in 18 large cities and their surrounding territories?

Lane Beare

Chicago NEW YORK Boston

WHICH FIRST—POSTERS OR SALESMEN?

Views and Experiences of Leading Advertisers in the Matter of
Opening Up New Territory or Renewing Demand in Old

Poster advertising is a sort of double-barreled proposition, in that it appeals to both consumer and dealer about equally. Newspaper and magazine advertising can be "addressed" to the consumer. It will, of course, be read by numbers of dealers, but it doesn't stand out in the bold fashion of talking to everybody as a poster does. And of course trade-paper advertiser does not reach the consumer at all.

That double-barreled quality in the poster makes it a particularly strong medium in a campaign for getting distribution, because the dealer not only sees it himself, but he knows that at the same time his customers cannot help seeing it. It is particularly strong and tangible evidence that something is "happening" to promote the product advertised. It is a valuable aid to the salesmen in a distribution campaign, but just because it has an effect upon the consumer as well as the dealer it must be used with care lest consumers be sent to ask at the store for the goods before they are in stock.

Just *when*, in a distribution campaign, it is best to post a town—if ahead of the salesmen, how far ahead?—is a delicate question, and the opinions of national advertisers who have used posters in this way should be interesting.

C. T. Goldenberg, manager of the Persil department of the Roessler & Hasslacher Chemical Company, thinks that the greatest importance should be placed upon the satisfaction of the consumer. He says:

"In opening new territory, we have always made an effort to have our billposting placed on the boards on the day the salesman reaches the town or very shortly thereafter. We do not believe that it is wise to announce

to the public that Persil is for sale at the grocery stores before it is actually on sale, for the reason that if the housewife goes to a grocery store and asks for Persil and does not find it on sale, it is likely to leave an impression of misrepresentation in her mind.

"In working over old territory, or, as you state, reviving the demand in old territory, we believe that a poster showing should be placed in advance of the salesman. It then has an opportunity to bring the product to the attention of the public and to create some new demand. The salesman then following gets the benefit of this renewed interest, and he has the chance to call the dealer's attention to the fact that the posters are then on the board and have been for some days."

George C. Hubbs, advertising manager of the United States Tire Company, takes a somewhat opposite view, which must, of course, be read with the different nature of the product in mind. Mr. Hubbs says:

"The writer is strongly of the opinion that posters should go up, at least, a week in advance of the arrival of salesmen, for two reasons:

"First: Because a degree of public interest is aroused which is bound to have an influence upon the dealer; and second: Because promises on the part of advertisers as to what is *going to be done* have been so sinned against that they have comparatively little weight with the best dealers. The best way to prove you are going to do a thing is to *do* it, and I am of the opinion that it is much more effective to be able to point to a thing *accomplished* than to tell of something that is *going to be*—perhaps."

The part the consumer can play in showing the dealer that there

80 Readers for 2 Cents



IF only one rider in ten reads your advertisement in the street cars, you get eighty readers for the cost of a two-cent stamp. Let us prove it to you. Send us the names of a few cities where you know your sales should be greater, and we will send you detailed figures.



Street Railways Advertising Co.

WESTERN OFFICE

First Nat'l Bank Bldg.
Chicago

HOME OFFICE

"Flatiron" Building
New York

PACIFIC COAST

242 California Street
San Francisco

is a demand for the goods is brought out by R. F. Paetz, advertising manager of Sweet, Orr & Company (overalls):

"In the eight years that we have used outdoor advertising, it has been our experience that posting pulls business whether the display is made in a town before our salesman reaches there or after our representative leaves a town and has secured a local agency.

"In the former case, it is our custom in towns where we have no trade to do the posting about one month *before* the arrival of our representative. By that time the consumers will have called at the different stores, and the merchants are quick to realize that there is a good demand for our goods and should make a profitable addition to his stock. This usually lands an order from one of the best local stores and the opening wedge in that town has been secured.

"Where we already have an agency or are just opening one up, and the town needs a stimulant, we begin an active advertising campaign in which posters take a prominent part. Of course, the merchant must, and usually does, give us his sincere co-operation to this plan, he doing his share by displaying the goods in his window when the posters are up, etc., and the desired results are obtained. This has proved a good and effective way, quickly moving our goods, increasing sales and making the line more profitable for the merchant."

W. B. Cherry, advertising manager of the Merrell-Soule Company (None-such Mince Meat) brings out the fact that a poster campaign speaks directly to the dealer, and "looks like advertising."

"Some years ago when we had in sight as many as 20,000 eight-sheet stands at one time, our salesmen persisted in telling us that the grocery trade had never talked so much about None-such Mince Meat advertising as since they had seen the None-such posters. In fact, a groceryman told me personally that he was 'glad to see that at last the None-such

folks were beginning to advertise. We have been selling your goods all along and we need the advertising.' Beginning to advertise! If that grocer had put his O. K. as I had against invoices covering thousands of dollars of general publicity, magazines, newspapers, demonstrating, house to house distributing, etc., he would not wonder why I smiled at his remark. But it just happened to hit that man when he saw a None-such poster planted right in front of his store, that at last he was going to have some help in selling None-such, and he was certainly honest in it, too, when he thought he had been selling None-such without any promotion back of it. Maybe he never stopped to ask why people came into his store and asked for None-such.

"I don't know as there is any definite method for the use of posters in connection with an advertising campaign. If a poster design is particularly timely, and may be hooked up with some important national event, the salesman getting the poster support might use that fact to advantage."

The advantage to the company of showing the dealer tangible evidence of an advertising campaign, in line with Mr. Cherry's remarks, is well brought out by Charles E. Hires, president of the Charles E. Hires Company (Hires Root Beer):

"We find the best results in advertising through posters are achieved when the billposting is done almost simultaneously with the appearance of the sales force.

"Too many promises have been made by would-be conquerors of what they 'will do' or what they 'expect to do,' to set the world afire, and merchants have become weary of such promises, and skeptical as to their fulfillment.

"But have the town painted red on Monday and the sales force enter on Wednesday, and they are sure of a hearty welcome, provided, certainly, that they come to offer an article of proven excellence, an article of good repute."

"In new territory, run posters ahead of the salesmen; in old territory send the salesmen ahead,"

says T. O. Asbury, advertising manager of the Southern Cotton Oil Company:

"Our experience tends to show that for new territory where we are in position to stock the trade promptly from goods carried at nearby points, we obtain better results when posters are shown somewhat ahead of the salesmen but not *too far* ahead. For old territory that has not been carefully worked for some time or where interest in our products has showed a tendency to lag, better results are obtained where the salesmen work ahead of the posters but not too far in advance.

"However, on account of the difficulty in always obtaining satisfactory poster service and having showings made when we wish them, we generally try to run the special salesmen's work and the posters on as nearly the same schedule as possible.

"The West Disinfecting Company (C-N Disinfectant) does not set a very high value upon displays for "effect upon the dealer" alone. H. Jenkins, advertising manager of the company, writes:

"While billposting campaigns conducted before distribution have doubtless brought satisfactory results in a number of instances, I believe that as a general proposition, this form of advertising is most effective after the goods have been placed in dealers' stores.

"The nature of the poster is not educational. It is a call for immediate action—a suggestion to buy now, and the reader expects to find the article on sale. Although calls for something not in stock may push a skeptical dealer across the buying line, there is a certain amount of 'lost motion' if the consumer is disappointed.

"Posting done simultaneously with the introduction of the goods, or very soon thereafter, will, I believe, bring the maximum results. With competent salesmen in the field to explain the proposition to the trade, a good distribution should be secured *before* the bills are placed. Then the consumer can get what he asks for."



New Orleans Item

Mr. R. G. Neeve, an official examiner of the Association of American Advertisers, has recently completed an examination of The Item's circulation. It will be remembered that Mr. Deming, of this association, who was examining The Item's books last January, died while in the midst of his work. The report has therefore been delayed until this time. The net figures, exclusive of all waste; file and uncirculated papers, are:

Period Covered Nov. 1, 1911, to April 30, 1912

For the Month of

April, 1912	Daily	Sunday
Paid	45,421	48,846
Unpaid	2,386	2,572
Total ..	47,807	51,318

Average for the Six Months

November 1, 1911, to April 30, 1912.

Paid	38,579	40,079
Unpaid	2,507	2,178
Total	41,086	42,257

A net increase during the six months covered by the audit of 26.4% daily and 38.8% Sunday.

The New Orleans Item, within the past year, has grown to a point in circulation never before reached by any New Orleans newspaper. It has widened the field of selling possibilities in a manner entirely new to this territory. It has given Louisiana, at last, one great, big, independent newspaper. The net paid sworn circulation of The New Orleans Item is thousands greater than that of any of its competitors. It accepts all advertising contracts with the written guarantee that its net paid circulation—city and country—is larger than that of any of its contemporaries.

"The New Orleans Item said they did it"—and they did.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

HOW OUTDOOR ADVERTISING GREW UP

A GLIMPSE BACK INTO THE HISTORY OF THE ORIGINAL FORMS OF PUBLICITY—ROMANS USED IT AS CHIEF ADVERTISING MEDIUM—DEVELOPMENT OF LATER FORMS

Men with goods to sell have made use of some form of outdoor advertising from the earliest times in the world's history. The first outdoor signs were very simple to be sure, but they existed in the form of names and emblems put up by the earliest tradesmen over the shops and market places to attract the attention of the passers-by. In short, the outdoor sign had its beginning when the custom of buying and selling began.

In the earliest days of the children of Israel outdoor signs were used in the form of public notices recounting the utterances of the rulers and prophets. They were inscribed on parchment and placed in the high places in the cities. In the early Christian era when the Passion or any of the other sacred plays were to be enacted, it was the custom for a scroll to be exhibited calling the attention of the people thereto, and the ruins of Pompeii have borne conclusive evidence of the fact that signs and inscriptions were very common in that city.

In the "History of Signboards," Aristotle, Lucian and Aristophanes are quoted in proof of the fact that advertisements of this character were in common use in Greece in their day.

But it is with the Romans that the known history of outdoor advertising begins, and interesting, indeed, is the tracing of the customs of those early days through all the years to the present time to find many of them still surviving in this highly developed advertising age.

The familiar saying, "Good wine needs no bush," had its origin in the fact that the Romans used the bush as the emblem to call attention to the presence of a tavern. The handle of a pitcher denoted a pot house, and so

strong was the influence of that sign that the pot house came generally to be known as *ansae*, which, in Latin, originally signified that object. A goat represented a dairy, and a boy undergoing the pain of a birching showed very graphically that a school was to be found within.

The Romans, however, did not confine themselves to pictorial representations. Their *libelli* were in reality bills of sale of estates, absconding debtors, things lost and found, etc. Advertisements were also inscribed on tablets and posted on pillars and the walls within the cities. For instance, in Pompeii the ads announcing the opening of certain baths have been discovered in almost perfect condition, and those who attended were promised "the slaughter of wild beasts. athletic games, perfumed sprinkling and awnings for protection against the heat of the sun."

The "History of Signboards" is authority for the statement that there were even some painted signs in Herculaneum and Pompeii, although for the most part they were made of stone and terra cotta relieve.

This custom of the Romans of using street signs to denote the nature of the business transacted within the shop took deep root, and gradually grew until in the time of the Holy Roman Empire, there was in Europe hardly a place of business without a distinctive advertisement.

It was in the Middle Ages that the great houses of the nobility were opened for travelers while the members of the family were absent. At such times the family coat of arms would be conspicuously displayed, and travelers came to know the houses by the most prominent part of the insignia. Thus a hotel of this sort would be called familiarly, "The Red Lion" or "The Blue Dragon," and in later times innkeepers continued the custom by attaching an emblem of like character over the portals, a custom which still survives.

Thus outdoor advertising had its rise, developing slowly but

steadily. It was not, however, until the printing art became generally used that handbills and posters came into use. In 1679 a London haberdasher, named Jonathan Holder, inaugurated the practice of giving to every purchaser to the extent of a guinea a printed list of the articles he carried in stock, with prices affixed. The paper which made this announcement as an item of news did not look upon the practice with much favor, remarking that it would be quite destructive to trade if shopkeepers used so much of their capital in printing useless bills!

The rise and fall of the "bill-sticker," as he was known in England, who is described by one writer as a "nuisance of the most intolerable kind," and the arrival of the present systematized methods in outdoor advertising is a matter within the memory of many advertising men who are alive to-day, so it would hardly come within the category of

what would be called "history."

The bill-sticker worked in secret, and no sort of a surface was sacred to him, if it were located at a point where it was likely to be seen. He also considered it the height of good workmanship to paste his bills over those of his rivals to as great an extent as possible. To this end the artful master of his craft would select a time too early to avoid detection and yet sufficiently late to deface the work of the greatest possible number of those who had gone before him. So it was not until the arrival of the modern idea of outdoor advertising contractors that any great reliance could be placed upon or expected from billposting.

To-day, however, the pirates of the paste pail and brush have gone the way of Captain Kidd and his ilk, and the signboard has taken its place among the best and most reliable forms of advertising.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

The "History of Advertising," by Henry W. Simpson, which was published in London in 1875, speaks of the rise of orderly outdoor advertising in England in the following manner:

"Placard advertising, of an orderly, and even ornamental, character, has assumed extensive proportions at most of the metropolitan railway stations, the agents having extended their operations in the direction of blank spaces on the walls, which they sublet to the general advertising public. Often firms which advertise on an extensive scale themselves contract with the railway companies, and not a few have extended their announcements from the stations to the sides of the lines, little enamelled plates being used for this purpose.

Anyone having a vacant space at the side of his house, or a blank wall to the same, may, provided he live in anything like a business thoroughfare, and that the vantage place is free from obstruction, do advantageous business with an advertisement contractor: and, as matters are progressing, we may some day expect to see not only the private walls of the houses in Belgrave Square and such like fashionable localities well papered, but the outsides and insides of our public buildings utilized as well by the hand of the advertiser. One thing is certain, no one could say that many of the latter would be spoiled, no matter what the innovation to which they were subjected.

"The most recent novelty in advertising has been the introduction of a cabinet, surmounted by a clock face, into public bars and luncheon rooms. These cabinets are divided into spaces of, say, a superficial foot each, which are to be let off at a set price. So far as we have seen these squares have been filled with the promoters' advertisements only; and it is admitted by all who know most about advertising that the very worst sign one can have as to the success of a medium is that of an advertisement emanating from the promoters or proprietors."

FIGHTING AN ILLOGICAL PUBLIC DEMAND

PITTSBURGH, PA., Apr. 27, 1912.

Editor of PRINTERS' INK:

After reading your articles upon the package as a factor in selling I happened upon the newspaper ad of Schlitz beer. This ad is headed: "Don't drink beer in light bottles: drink Schlitz in brown bottles."

Here is a characteristic of the package used as a telling shot in the claims of competition. I kept my eyes open for argument from the other side, and sure enough I discovered Pabst enlarging upon the desirability of its transparent bottle, which allowed the purchaser to see the kind of liquid he was drinking.

It was this Pabst kind of advertising



You wouldn't think of drinking impure water.

Why not be sure you get pure beer? If you drink beer from a light bottle that has been exposed to light, you are not sure.

Light starts decay, even in pure beer.

Schlitz is brewed in the dark, aged in glass-lined steel-cased tanks. Every tub, vat and cask is scalded every time used. Every bottle is sterilized after it is sealed. Even the windows in our brewing plant are of brown glass.

The Brown Bottle protects Schlitz purity from the brewery to your glass.

Printed in Germany.
The Schlitz Brewing Co. of
New York
are old Wadon Ave., Boston



that, it seems to me, must have driven Schlitz to using its brown-bottle philosophy. The Pabst argument seems to be in line with sanitation and with satisfying the consumer of the purity of the product.

But Schlitz has countered rather neatly. The brewer makes the point that light hurts beer and that the brown bottle protects its quality.

Do you happen to know anything about the merits of this diverting controversy?

ARTHUR ATKINS.

While the Schlitz company will make no explanation, its policy

being not to discuss its business affairs in print, the situation is accurately known in the trade. Schlitz beer has been put out in a dark bottle ever since the brewery began to do business. Over seventy per cent, it is understood, of the output of the Schlitz was in dark bottles.

But when the public began to take an acute interest in the nature of its food and drink, consumers began to show a strong preference for bottles which could be seen through. Schlitz yielded to this demand and adopted a light green glass bottle.

But evidently the managers determined not to yield supinely to what they felt was an unscientific preference without a fight. Hence this effort now being made in the newspapers to enlighten beer-drinkers and to win the battle for the brown bottle.

Thus far, concerns using the light bottle have made no very convincing answer to the strong arguments of Schlitz.—[Ed. PRINTERS' INK.]

CHANGES IN NEWSPAPER ENTERPRISE ASSOCIATION

W. B. Colver, for a number of years president and general manager of the Newspaper Enterprise Association of Chicago, Cleveland and San Francisco, resigned May 1 to take up the duties of editor-in-chief of the Clover Leaf League, comprising The Minneapolis Daily News, The Omaha Daily News, The St. Paul Daily News, The Woman's Home Weekly, The St. Paul Rural Weekly, The Farm Magazine, The American Home and The Omaha Rural Weekly.

A reorganization of the general management of the league was effected by the appointment by Publisher L. V. Ashbaugh, of N. W. Reay, of St. Paul, as general manager, and John Burgess, of Minneapolis, as assistant general manager.

It is understood that these changes do not affect the local management of the different properties, either editorially or in the business offices.

H. N. Rickey assumes Mr. Colver's duties with the Newspaper Enterprise Association.

The Houston (Tex.) Daily Post printed 72 ads on April 28, and offered prizes to those of their readers who rewrote them. On May 12 the Post published a section devoted entirely to the contest in which were announced the names of the winners. One of the advertisers offered a second set of prizes for the competitors rewriting their copy.



Arnold Bennett

Whatever Arnold Bennett writes advertises itself, advertises Arnold Bennett, and advertises the medium that prints it. If he hadn't been a writer of stories, he would have been a writer of advertising.

He brings to the business of writing that shrewd common sense that a manufacturer brings to the business of business. Hence, he interests that sort of man, not only in his own stories, but in the stories that most resemble them—good advertising.

Arnold Bennett's next novel will be the next serial in the

American MAGAZINE

PROGRESS OF PATENT BILL OPPOSITION

BULK OF TESTIMONY AND PRESIDENT
TAFT'S MESSAGE BREED HOPE IN
DELAY — FIRST-HAND EVIDENCE
FROM THE A. B. DICK COMPANY—
WHERE COMPULSORY LICENSE
WOULD BREED INJUSTICE

Special Washington Correspondence.

With each successive day there seems to come a diminution of the danger, through adverse Congressional action, to the interests of the manufacturers and others who desire to continue in possession of their present right to fix the resale prices of their products. It is not meant, of course, to insinuate that the menace has passed by any means, but the situation looks more favorable for the manufacturers. And for this improvement in the status the manufacturers have themselves to thank, for there is no doubt but that the strong opposition which has been engendered to the bill now pending for the revision of the patent laws is going to have its effect upon the main bodies of the national legislature if not upon the committee on patents, which must stand sponsor for any bill that is recommended.

It has already been pointed out in *PRINTERS' INK* that the public hearings before the Patents Committee of the House of Representatives have, of necessity, been prolonged far beyond the time originally contemplated simply because the manufacturers have become so aroused on this subject; and have appeared in such numbers to make personal protest. This extension of the oratorical opposition is in itself encouraging, for, aside from serving notice on Congress that there are numerous and powerful interests opposed to the proposed legislation, there is the further circumstance that in Congressional skirmishing delay is often quite as effective in the end as the defeat of a bill by vote of the law-making body.

The chairman and some of the

other influential members of the House Committee appear unmoved by the avalanche of facts and argument hurled upon them and are apparently as determined as ever to report to the House, with a recommendation for passage, a modified bill—modified in length only—that will embody the provisions against price maintenance and other innovations objectionable to the manufacturers. But with every day of delay in the reporting of such a bill the chances of its passage at this session of Congress dwindle steadily. Similarly, may it be said that the earlier the date fixed for the final adjournment of the national legislature the less the chance for the consideration of any bill that may be reported.

You can get in Washington today almost as many different opinions as there are Congressmen as to when adjournment will come. As was stated previously in this correspondence, if Congress should simply recess for the national political conventions in June and then come back to Washington and take up the legislative grind again there would be every likelihood that the Patent bill revision issue would be fought to a finish, but if adjournment can be brought about by the middle of June, as the Speaker and leaders in the House hope it may, there would seem to be little chance for a vote on this proposed patent measure. For everybody concerned knows that the fight that is now being made in committee is going to be repeated when the bill comes up in the House—that is why the manufacturers have been stirring up their local dealers—and with limited time, and other measures at hand that must be disposed of, it is not believed that the powers that be would risk a time-consuming controversy over this question.

Moreover, the manufacturers may take heart from the fact that the disposition of the matter by the House is only half the battle. The Senate not only has not taken up the proposed revision yet, but not even its Committee on Patents has bestirred itself in the

matter, so that here is more ground for the hope that lies in delay. The present disposition of the Senate Committee is also to hold public hearings on the bill (the Senate bill is practically identical with the Oldfield bill in the House), but not to begin these hearings until after the conclusion of the present hearings by the House Committee. However, it will probably be necessary for other manufacturers to come to the front if the Senate Committee hearings are to be prolonged to any extent, for the Senators will have in hand as a basis for their investigations all the testimony which has been given before the House Committee, and it is not to be expected that men who have already appeared will be granted much time at the hearings unless they wish to add something to their previous testimony or present some new line of thought. And after the matter has been threshed out in the Senate Committee will come, of course, whatever fight the manufacturers can put up on the floor of the upper House.

THE SUGGESTION OF PRESIDENT TAFT

Finally, as evidence that the manufacturers whose interests are at stake are not putting all their eggs in one basket is the special message which President Taft was recently induced to send to Congress urging that authorization be given the President to appoint a commission of experts to investigate the whole subject of our patent laws with a view to determining what revision, if any, is necessary. It is recognized in legislative circles and official circles in general that the turning over of a subject to a special commission for investigation is one of the most unobtrusive but most effective ways of shelving a subject, permanently, or at least for a protracted interval, and there is no reason to suppose that the result would be otherwise in the matter of the patent statutes. Should the recommendation of President Taft be followed all the ground which has been covered by

Mr. Big Man of Affairs!

YOU ARE HELPING TO MAKE CURRENT LITERATURE

What you do—and what other men of action do—in the fields of Commerce, Industry, Politics, Science, Discovery, Religion, Literature and Drama, anywhere in the world is recorded each month by "Current Literature."

This magazine interests the families of Men of Affairs because it concerns the doings of the affairs of the World.

We will prove the quality of our circulation for you.

Current Literature Magazine

140 West 29th St., New York

the House Patents Committee investigation would have to be gone over again (though probably in much more leisurely fashion) and other phases of patent law revision having no bearing upon manufacturing interests would have to be probed, so that it would likely be many months, if not several years, ere the commission would be ready to report. And any such lapse of time is likely to bring changes in public office and changes in the membership of Congress that might result in an entirely different attitude toward any tampering with the present patent laws. In a word, then, while there is delay there is hope.

Meanwhile the progress of the hearings before the Patent Committee of the House has brought out many additional interesting facts relative to the manner in which business in various lines has been built up by means of the twin forces of advertising and price maintenance. And there has been no let-up in the bombardment of the committee with letters and telegrams sent by periodical publishers, retailers in all parts of the country and other interests that have been stirred to action by the letters sent out by manufacturers and by the appeals in house-organs. In a few instances this spur for the arousal of sentiment has not worked just as planned, but, of course, such slip-ups are to be expected, for there are presumably some poor "prospects" on every mailing list. For instance, the committee has just received a letter of commendation instead of protest from a retailer trading under the name Storck of Course, of Red Bank, N. J.

He states that he was requested to write by the Thomas A. Edison Company, but proceeds to attack the Edison sales plan. He points out that the Edison two-minute phonograph record costs the dealer twenty-one cents each in America and that the dealer is not only under contract not to cut prices, but is not even allowed to pay transportation costs to deliver records to customers. These records are sold by dealers in the

United States at thirty-five cents each yet, according to the declaration of this New Jersey retailer, the same class of records are transported to England, involving a considerable expense for transportation, and are sold at a price which enables dealers in England and other European countries to retail them at a uniform price of twenty-five cents each. This same correspondent also cites it as a well-known fact that Charles A. Keene, of Broadway, New York, has for years bought Waltham and Elgin watch movements in Europe and after paying carriage charges, commissions, etc., has yet been enabled to sell these watches at lower prices in New York than would be permitted by the manufacturers were the movements bought direct from them.

THE LITIGATION EXPENSE AN IMPORTANT ITEM

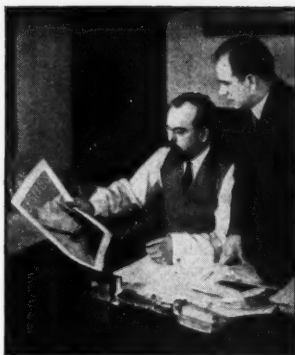
Some interesting facts regarding the business of the A. B. Dick Company, mimeograph manufacturers, were brought out during the testimony before the committee of Samuel O. Edmonds, who has been for nearly twenty years the attorney of that concern. Incidentally he said, "The litigation expense of an industrial concern is just as much a part of the overhead as is its advertising. A concern which is burdened with large litigation expense finds it necessary to put that expense into the cost of its product, and the public is charged according to the cost of that product; the cost is first found, the profit is added, and the public pays the bill."

It was pointed out by Mr. Edmonds that it was the policy of the A. B. Dick Company to secure the widest possible sale for its mimeograph by marketing it at exact cost or less. In the case of the rotary mimeograph furnished at thirty dollars the cost of making and selling the machine was (at the time the Dick-Henry suit was precipitated) something like thirty-four dollars. But, he pointed out, "It would have been hostile to the whole plan of the Dick Company to charge a manufacturing profit. Had it charged

such a profit, say, fifteen or sixteen dollars on the machine, and had it fixed the price to the public at, say, fifty dollars, instead of there being 40,000 or 50,000 of these machines in use to-day, as there are, there probably would be 5,000 and the business would not be worth doing."

In contending to the committee that the consuming public has no objection to license restrictions covering the use of a patented article the attorney for the Dick Company took up the case of a competing manufacturer who each year bucks the Dick product at the annual business show in Madison Square Garden. Said he: "This concern usually takes the whole end of Madison Square Garden with its exhibit. It has anywhere from twenty to fifty machines of various sorts displayed for the inspection of the public, and in the middle of the booth hangs a banner bearing the inscription, 'No license restrictions.' All of its literature advertises no license restrictions; you may buy our machines outright and unconditionally."

In the course of testimony before the committee Arthur C. Eastwood, president of the Electric Controller and Manufacturing Company, of Cleveland, stated that the General Electric Company was reputed to own at least 7,000 United States patents and to be interested, by license or otherwise, in additional patents which would bring the total number of patents under which it could bring suit for infringement up to at least 15,000. Assuming that these patents average six claims each, which he stated was probably a low estimate, he figured that this one concern had from 42,000 to 90,000 Government permits for lawsuits in each of the nine judicial circuits of the United States. His plea was for a simplification of the patent system and the provision of requirements that suits under the patent laws be brought in good faith so that there may be an end to those too-frequent instances where a manufacturer is sued for infringement by a rival who knows that he has no



PRESIDENT LEWIS W. HILL OF THE GREAT NORTHERN RAILWAY LOOKING AT THE NATIONAL PARK NUMBER OF LESLIE'S

LESLIE'S policy of constructive business building criticism in national affairs, attracts readers of the type who believe in prosperity, who are striving to build up the nation and who are a constructive force in national affairs.

Leslie's ILLUSTRATED WEEKLY

*Circulation guaranteed over
340,000—\$1.50 a line*

Allan C. Hoffman
Advertising Manager
225 Fifth Avenue
New York

Charles B. Nichols
Western Manager
Marquette Bldg.
Chicago

case and has no serious intention of prosecuting same, but involves his competitor in litigation simply in order to embarrass him.

Testimony that was unique in a number of respects was given by Leo Rabin, of Chicago, manufacturer of the "Never Skid" tire chains, who explained to the committee that he is out of business at the present time by reason of an injunction pending against him on the manufacture of his device. He admitted that he derived the idea for his chain tire grip from the devices of the pioneers in the field, but complained because of the patent laws which have made it possible for him to be put out of business three times in succession by the courts at the instigation of interests that contend that he infringed their rights. He also devoted considerable time to a discussion of the methods of the United Manufacturers—the affiliated makers of some five different patented articles for the automobile trade which are advertised extensively. He claimed that hundreds of thousands of dollars had been expended in advertising these five patented articles; that these five manufacturers have had detectives all over the country to watch their interests; and so-called "wrecking crews" which it was alleged have been going "from city to city intimidating the trade against buying rival manufacturers' goods along these lines." He charged that a popular chain grip now prominent in the market, and which is sold at retail at \$11, costs less than \$2 to manufacture; that it is sold to the jobber on an iron-clad contract at thirty-five and five, with a resale price of twenty-five and five; and that whereas the manufacturer only claimed to sell 3,000 to 4,000 pairs per year it was his (the witness's) opinion that the sales ran to 70,000 or possibly 100,000 a year.

Congressman George H. Utter, of Rhode Island, appeared before the committee in behalf of two constituents—the Brown & Sharpe Manufacturing Company, of Providence, makers of machine tools, who protested against any

hasty or ill-advised action in revising the patent laws, and the firm of C. B. Cottrell & Sons Company, printing press manufacturers. The latter firm, which has taken out 277 patents, of which 119 are now in force, protested particularly against the compulsory license clause of the proposed bill, claiming that the conditions of the printing business and printing press manufacture are such that under the four-year clause in section 17 of the new bill some of the most efficient patents would be rendered almost useless. As illustration of the manner in which compulsory license might work injustice there was spread upon the minutes of the committee a detailed statement of the time consumed in experiment in the evolution of the rotary web press fitted with the Cottrell automatic shifting tympan which was evolved in advance of its time and only found a market when the *Youth's Companion*, having reached a circulation of 250,000, found that its circulation would be limited to that figure unless new and faster printing methods could be developed. As further evidence on the same point there was traced the evolution of the Cottrell rotary multicolor press, on which type of machine are printed the colored covers of the *Ladies' Home Journal* and other periodicals. Ten years of experiment, it was pointed out, were necessary to perfect this machine, and even then the publishing house which permitted the builder to install at his own expense the first press of the new design operated the machine every day for nine months before it was ready to give the first order.

Frank Y. Gladney, a St. Louis attorney, appeared before the committee on his own responsibility and in favor of the pending bill. He declared that it was absurd to say that an advertised article cannot be sold without advertising a uniform resale price and cited Gold Medal Flour, Swift's Premium Ham, Heinz's 57 Varieties and other products which he said "are sold very widely by virtue of a tremendous volume of

advertising behind them." He, in one sense, attacked the practice of manufacturers of granting preferential discounts on large purchases, adding: "A quantity discount is like murder, it will out."

Louis D. Brandeis, the well-known Boston attorney, also appeared on his own initiative, but in opposition to any abridgment of the present system of price maintenance. He presented an original line of argument to the effect that price maintenance really stimulates competition because it makes possible a scheme of distribution for manufactured articles and a magnitude of advertising that would not otherwise be possible. He said that every success, such as the Gillette razor success, for instance, induces a large number of people to go into that line of business. He thought that the only danger of the present system was when a monopoly was attempted.

He suggested that the Patent Committee make a report to Congress pointing out that the present law is injurious only where patents are used in connection with obtaining a monopoly as in the case of the United Shoe Machinery Company, the Tobacco "trust" and the International Harvester Company.

An especially virile witness, forceful in argument and resourceful in reply, was P. B. Noyes, the president of the Oneida Community. He stated in reply to questions that the annual output of his concern aggregated \$1,500,000 worth of silverware; \$400,000 worth of silk thread; \$700,000 worth of game traps, etc.; \$350,000 to \$400,000 worth of chains of various kinds and \$100,000 worth of preserved fruits and canned goods—the last-mentioned sold at high prices, but without much profit, and with a demand that made necessary a "waiting list" all the time. Of the silverware output perhaps two-thirds is manufactured under patents and the remainder is not, but all is trade-marked. The firm makes a difference of 10 per cent in discounts as between large and small buyers, and the department store

or other concern that places a \$5,000 order gets an advantage of twenty-one per cent in discounts over the small retailer.

Unsold goods are taken back, dollar for dollar, from the merchant who wants to retire.

Perhaps the most striking feature of Mr. Noyes' remarks came at the very close, when he declared that the result of the passage of this bill would be that manufacturers would be driven to raise prices to the consumers and devote the extra revenue to increased advertising. He did not pursue this subject before the committee, but to the representative of PRINTERS' INK he said, after the session: "The manufacturers of standard goods have got to get their goods into the hands of the consumers. The first thing that we would do should this bill pass would be to increase the retail prices ten per cent and advertise so extensively that consumers would be impressed with the quality of our goods to the extent that they simply would not accept a substitute—would be ready to go into three or four stores to find our product if it could not be obtained from the first or second retailer visited. If this plan did not work, we might be forced to try the chain-store system or selling direct to the consumer; but I do not believe in those plans and I do not think it would be necessary. I know enough about the advertising business to know that the other scheme will work." In conclusion he said, "We do not care for patent rights except in so far as they enable us to fix the resale price. It is the trademarks and not the patents that are valuable in selling goods."

As this report was being closed Chairman Oldfield, speaking to the correspondent of PRINTERS' INK, of President Taft's message to Congress recommending a commission to investigate the whole subject of patent law revision, said: "It will have no effect whatever. It will have absolutely no effect on our committee, and I do not believe that it will have any effect on the House of Representatives."

SERVING SELLING TALK TO THE HIGH-SPEED TRAVELER

A PARTICULAR VARIETY OF OUTDOOR ADVERTISING ESPECIALLY DESIGNED TO DRIVE HOME ARGUMENT WHILE READERS ARE PASSING AT FORTY MILES AN HOUR—TWO USERS OF THE LATEST DEVELOPMENT IN RAILROAD SIGNBOARDS—WHAT THE FARMER GETS IN RETURN FOR SIGNBOARD LOCATIONS

By Laurence Griswold.

Outdoor advertising designed to catch the jiffy glances of high-speed travelers has but one reason for being: it lies in the ability to present an advertising story in such a form that a selling argu-

It was an easy step from the painted building to the painted sign board set up in some back meadow which abutted on the railroad. Up until a short time ago, most of the signs seen along the tracks were not more than twenty-four feet in length. A train going at the bicycle pace of fifteen miles an hour covers twenty-two feet a second, so when a schedule calling for the maintenance of forty miles an hour was placed in effect for the New York-Chicago route, the twenty-four foot boards began to lose out, as far as the fast trains were concerned.

The shortcomings of the twenty-four-foot boards were soon realized, but real improvements were somewhat difficult to introduce.



A 100 FOOT BILLBOARD THAT TELLS ITS MESSAGE IN SIX WORDS

ment is driven home while the reader shoots past at fifty miles or so an hour.

Some years ago, it took thirty-six hours to cover the New York-Chicago run. Business men dodged daylight by spending two nights on a sleeper. Roads were rough and sleep during the first night was well towards an impossibility. Reading was trying, and a good bit of time during sun-up was consumed in looking out of the car windows. Window gazing was productive of receptive moods, but about the only advertiser to cash in on this state of affairs was Ayer of Sarsaparilla note. His yellow letters on black roofs and barn-sides were the beginnings of the real extensive advertising work along the big trunk lines which is so prominent to-day.

It was observed for one thing that these boards along the trunk lines must be stripped to the very essentials if an impression was to be made on the speedy traveler. Many of the hitherto considered essentials went out of use during this change. Fancy lettering was dispensed with. Everything which could be sacrificed for clarity was placed under the ban by the best advertisers. In this struggle for clearness, manufacturers introduced cut-out boards made in the shape of their products. For example, the Ingersoll Watch people set up scores of semi-cutouts, showing heroic sized wooden watches and pounded home the fact that a dollar would buy the timepiece for which the signboard stood.

Railroad boards were set at acute angles to the tracks with the

idea of lengthening the time which a passenger could devote to the reading of a bulletin set in a meadow. But this plan fell short because about the only people whose time for viewing was lengthened, were those who made up the engine crew. Passengers couldn't see the boards loom up in the distance. In spite of nearly a doubling in the signboard expense, the advertising fell down because it presented a slanting surface to the passenger when he was in the most advantageous position—directly opposite the signboard.

One development in high-speed boards is a natural outgrowth of this very ineffective angular setting. By swinging two boards arranged on an angle, into a straight line, a surface forty eight feet in length is presented and a message placed thereupon can be read quite easily. At forty miles an hour fifty-eight and two-thirds feet are covered in a second. The advantage in the time gained over the twenty-four-foot board in this

respect is apparent. But the larger board did considerably more than lengthen the time which could be spent in passing at forty miles an hour. It forced a change in the arrangement of the reading matter from the up and down book style to a display embodying horizontal lines of considerable length. Such lines allowed the reader to gather the selling message as he progressed and obviated the eye-jumps always necessary when more than one line is used.

The forty-eight-foot board, however, was only a starter. The big thing in railroad displays to-day is the 100-foot signboard. These are of the same height (ten feet) as the twenty-four and forty-eight-foot variety. But the message is more concise, clearer and effective when spread over 100 feet than was the case with the shorter length boards.

These 100-foot displays, out along the big reaches of the farming sections, are not numerous. But the long boards are gaining

Get the Doctors' Patronage and Co-operation

by using space in

"THE BIG SIX"

—the leading monthly medical journals of America. Reaching over 100,000 different physicians every month these high-class medical publications offer the most effective and economical way of reaching the busy, prosperous doctors in every community.

Careful discriminating advertisers should remember that even one who has ever advertised anything of real merit to the medical profession has won substantial success.

For further information concerning "The Big Six" address

The Associated Medical Publishers

S. D. Clough, Secretary, Ravenswood, Chicago, Ill.	
A. D. McTighe, Eastern Representative, 286 Fifth Ave., New York City	
AMERICAN JOURNAL CLIN. MED.	INTERSTATE MED. JOURNAL
Chicago, Ill.	St. Louis, Mo.
AMERICAN JOURNAL OF SURGERY	MEDICAL COUNCIL
New York, N. Y.	Philadelphia, Pa.
AMERICAN MEDICINE	THERAPEUTIC GAZETTE
New York, N. Y.	Detroit, Mich.

rapidly in favor and have a lot to be said in their behalf.

The L. E. Waterman Company has placed boards designed to be read at high-speed along the New York-Chicago route. In these 100-foot boards can be seen the points which should be brought out by manufacturers planning displays of this nature. The pen is made to point in such a direction as to bring the selling argument which is embodied in the picture of the clip-cap, into a reader's eye at the instant of noting the sign. Then come the name of the product and the maker's identity. The whole message is told in six words. The picture of the patent clip reinforces the clip-cap wording while the cut-out sign-board in the shape of a fountain pen backs up the name of the product and the maker's identity in a telling way. Eighty of these big pen boards are now in place.

It is quite possible, though, to get strong effects on these 100-foot boards without resorting to the cut-out method. For example, makers of the Bates Street shirt have contracted for 100 boards to be used for attracting the attention of high-speed travelers. Color is relied upon in this instance to catch the attention which is so swiftly rushing by. Red, blue and gold are used, and they are good because none of them blends readily with woodland or pasture backgrounds. Many a sign has been erected along the railroads and found to be ineffective because it blended into the landscape.

Colonel Hotaling, regarded by many as being the Davy Crockett of the outdoor advertising world, was always strong on his color selections. It was he who used so much yellow and black in the barn-door copy for Ayer's Sarsaparilla.

Those Ayer signs on farm buildings presaged the 100-foot railroad board of to-day. They had size and clearness. After going through the intermediary ramifications the tendency in railroad sign copy is toward the old simplicity as exemplified in the sarsaparilla advertising.

Subscriptions to magazines swung farmers into line in those days just as they do to-day. If a farm owner refused to allow a coat of paint and the Ayer lettering to be placed on his farm, Colonel Hotaling dangled the prospects of a year's reading matter before the hesitant one, and the bargain was usually closed then and there. To-day, a popular-priced magazine for a year is all many a farmer wants for the right to place a sign on his property. In other cases, though, rent for sign-sites will run up to fifty dollars or higher. But whatever the compensation, the farmer takes an interest in the maintenance of the sign as well as in his receipt of the rent. He can be relied upon to forward a post card giving details whenever a high wind, small boys or some other disturbing element puts a sign board out of commission.

Quite a good-sized force of inspectors is kept on the go by the concerns selling the outdoor displays. Contracts for railroad displays run by the year and repainting during that time is frequent not only for changes in copy, but to keep the bulletins up to such a state of clearness as can only be given by fresh paint.

Positions along the big trunk lines are generally selected by the concerns doing the advertising. Large white maps showing trunk line routes are a part of the outdoor solicitor's armament of argument these days. The available locations for big boards are shown on these maps, and then the question of "position" resolves itself into threshing out the "whys" and "wherefores" of just what is best for the product to be displayed. The man with small distribution must place his signs somewhere near the dealers who handle his goods. The big advertisers select anywhere from a dozen to a hundred or so localities all along the trunk lines, because they have wide distribution, and a traveler can generally buy the advertised product at any station stop.

Just now the favorite locations for 100-foot boards are within a run of an hour or so of the larger

cities. The users of these spaces reason that a majority of travelers sit up and look out of the windows for a half-hour or so previous to the completion of the journey. During such periods of window gazing, the travelers are not only in receptive moods but are nearing the market where purchasing suggestions can be quickly acted upon.

THE KIND OF PUBLIC REACHED

Boards of the 100-foot variety are expected to carry selling messages to the class of travelers to which a day saved means much. On the fast trains are to be found business men connected with country-wide concerns, such as the buyers for department stores, who go back and forth over the big trunk lines two or three times a year. Then there are the convention-bound spenders like the members of fraternal organizations, political delegations and advertising clubs. One should also include the almost endless array of smaller groups such as the theatrical, baseball, college and the like. Most of the people, who ride on the limiteds are the sort who are influenced by quality rather than by price.

This audience is quite sizable. And on account of the fact that the number of publications displayed on the car reading tables is strictly limited by the railroads, the big billboards should prove a means of transacting selling messages with very good effect.

Recently, an effort was made to arrive at some conclusion as to the number of Pullman passengers who went back and forth over the New York-Chicago route during the course of a year. It was thought this number would give a clue as to the people with money to spend among the billboard audience.

On a recent day, ninety-five Pullman cars left Chicago over four routes, namely the New York Central, Pennsylvania, Baltimore and Ohio and Nickel Plate. Twelve is the average number of passengers to a car as given out by the Pullman people.

By using these figures the total



Every advertising manufacturer who sells direct to the trade, knows that it would increase the returns from his advertising could he have more active co-operation from his customers.

A realization of this condition caused us to develop and introduce the only practical method for securing this kind of co-operation, and it is this unique work that has made our clients "successful advertisers."

Geo. L. Mitchell & Staff

Business Counsel

as it relates to

Selling Plans and Advertising

**PHILADELPHIA BANK BUILDING
PHILADELPHIA**

one-way Pullman fares during a year would amount to 416,000.

In getting these figures several people connected with the Pullman Company were interviewed, and it seemed to be agreed that the total traffic on sleepers and chair cars between New York and Chicago during one year was well around 1,000,000.

This is truly a sizable audience when one considers it as made up purely of those who pay anywhere from five to fifteen dollars extra to ride a thousand miles in the best that can be obtained.

The 100-foot board as employed to-day may not be the ultimate when compared with the devices which may be worked out for driving a selling argument home to these high-speed travelers. But it would seem failures to get bulletin messages over the intervening meadowlands might rather be ascribed to copy, wording and attractiveness rather than to the 100-foot board itself. The high-speed board with its clarified copy may be a reversion to the simple color combination and few words used by Colonel Hotelling many years ago, but it nevertheless stands to-day as a 100-foot example of that attribute which so many advertisers desire and have hard trouble in finding—simplicity.

COLEMAN AND BUCK SPEAK AT UNIVERSITY OF MISSOURI

George W. Coleman, of Boston, president of the Associated Advertising Clubs of America, and Glen Buck, of the Glen Company, Chicago, were two of the speakers on Advertising Day of Journalism Week, May 6-10, at the School of Journalism of the University of Missouri, Columbia, Mo. Both men spoke to a crowded auditorium. Many faculty members and students not directly interested in advertising or even any branch of journalism heard them. The week brought men from seven states outside of Missouri.

Other speakers on advertising Journalism Week were I. H. Sawyer and Willis M. Hawkins, president of the Kansas City Ad Club.

The Advertising Club of the Boys' High School, Brooklyn, was addressed May 20 by Charles D. Isaacson, of the Aeolian Company, of New York. His topic was "When You Enter Advertising."

WAS BRISBANE WRONG?

CURTIS PUBLISHING COMPANY.
PHILADELPHIA, May 3, 1912.

Editor of PRINTERS' INK:

In the course of an address recently delivered by Arthur Brisbane at a banquet tendered him by the Sphinx Club, the speaker made the following statement:

"All of your ideas, all of the imaginative possibilities you have, you possessed when you were born. There is no mechanical skill in ideas. No amount of training will make you a better thinker, but every man can make a good writer."

I have ever had profound respect for the genius and ability of Mr. Brisbane. He has every right to speak with authority on almost any subject under the sun, confident that his hearers will have respect for his opinion. So far as I know, he is absolutely sincere in his convictions and yet I cannot reconcile such an utterance with my previous conception of the mind which evolved it.

Reduced to its lowest terms the statement means that a man cannot be trained to think. Not only does this belief seem preposterous, but it is a direct refutation of many of our accepted theories—theories, which, by the way, have stood the acid test of generations. This new idea has been advanced several times recently by other speakers and writers, but in each case the statement has been made *en passant* and it has been allowed to pass unchallenged.

There is an old theory that only those things which are originally possessed are subsequently developed. Poultry fanciers share in the belief by accepting as true the weird notion that a hen in the course of her lifetime can only lay as many eggs as she possessed in embryo when she herself was hatched. On the same argumentative basis we could not, therefore, expect a human being to produce more ideas than he or she originally brought into the world. In the light of modern scientific thought and advanced culture such belief seems medieval in the extreme and distinctly non-progressive. I believe that no normal advertising man would accept them for a moment.

This age is distinctly one of development. We are not and should not be satisfied with what we already possess. We must develop and increase and expand. What is the purpose of our entire system of general education except to develop the power to create ideas? It could have no greater aim and its usefulness to the world is largely curtailed if this object is defeated. Children might easily be taught their lessons like parrots at less expense, but the actual growth of their brains as a result of such training would amount to little and no educational system could be considered up-to-date and efficient if methods of this nature were tolerated.

The unqualified statement that "there is no mechanical skill in ideas" seems to be not only faulty but extremely puzzling to the laity. There is a tech-

nique of thought 'production just as technique exists in other lines. Let me illustrate:

A child is born into the world with practically no imaginative faculties whatever save the potential ones which it possesses by virtue of heredity. Its world is an unrelated mass of ideas, the relative values of which cannot be grasped by its tiny intellect. The child later goes to kindergarten and little by little it is taught to use its brain and to formulate ideas. Its teachers do not care particularly what ideas are created, that is unimportant. It is their plan to develop the imaginative possibilities of the child along more or less practical lines. That is their sole aim and they are content if it is accomplished. The secondary and higher schools foster this development and it is finally broadened and completed at college. All this preliminary training merely serves to teach the child how to think—nothing else. Much of the technical knowledge is forgotten in later years but the result of the training is ever present and manifests itself continually in the achievements of the individual.

When the student enters the business world or his chosen profession his growth is along different lines. The practical supplants the ideal. He views his problems in a different light—he solves them by broader methods. He is able to do this because of the elementary training which taught him to create new ideas in place of old ones and to substitute correct thoughts for useless ones. In a word, *he has acquired "thought-technique"* which is non-existent according to the theory of Mr. Brisbane.

The case cited above is not an unusual one, it is representative, and any man may develop himself along similar lines if the foundation be sufficient.

The true philosophy of this subject is summed up in the parable of the Ten Talents which was written ages before our modern astigmatic ideas on current problems were acquired and which will still be the authority when they are finally consigned to the archives of oblivion. The slothful servant typifies the non-progressive. He was content to merely keep that which was entrusted to him without any attempt or even desire to do more. He had no more imaginative possibilities than he possessed when he was born. He did not and could not produce more ideas than he brought into the world with him. *But the parable contrasts this man with his fellows proving by comparison that he was abnormal.*

The theory of Mr. Brisbane might be accepted in good faith if we clearly understood that he referred to such a type. Otherwise the statement needs a more complete interpretation before it can prove acceptable to the normal palate.

—ROBERT P. KNAUFF,
Sales District Manager.

It is said that the New York *Telegraph* has been purchased by Preston Gibson, who is now on his way from London to complete the transaction. Mrs. E. R. Thomas is credited with owning most of the *Telegraph* stock.

The Portland **Oregonian's**

New Schedule of Rates
Goes Into Effect on
JUNE FIRST

The present advertising rate of The Oregonian has been in effect since January 1st, 1910, when the circulation was 42,500 weekdays and 53,600 on Sundays.

The circulation average for April, this year, was

53,505 WEEKDAYS
66,327 SUNDAYS

The bulk of which is in the City of Portland. This is a gain of 25 per cent in circulation, while the rate increase is but 12½ per cent.

Points in favor of The Oregonian

Only morning newspaper in Portland, a city of 232,000 people.

Has a far greater **LOCAL** circulation than any other Portland newspaper.

Has a far greater **TOTAL** circulation than any other Portland newspaper.

Its advertising columns are clean.

No objectionable medical advertising accepted.

No questionable stock-jobbing or mining stocks advertising accepted.

Despite this The Oregonian carries, and has always carried, more advertising than any other Portland newspaper, and is today, as it has been for over 50 years, the great newspaper of the Pacific Northwest.

Eastern Representatives:

Verree & Conklin, Brunswick Bldg., New York City; Steger Bldg., Chicago.

San Francisco Representative:

R. J. Bidwell, 1206 Call Bldg.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 1 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, May 23, 1912

The Oldfield Bill and the Guarantee

The doctrine of *caveat emptor*—let the buyer beware—has gradually given place to the doctrine of the guarantee, largely because the spread of advertising has enabled the manufacturer to sell more goods at a better profit in the aggregate. Nearly everyone agrees that the change is vastly for the better, and we believe no thinking man would care to see a return of the old regime. Yet the Oldfield Bill for a revision of the patent laws looks perilously like a step in that direction.

The provision that a manufacturer of patented goods can no longer fix the resale prices upon his goods would mean the discontinuance of many a guarantee, simply because the manufacturer could no longer afford to make it. George S. Parker, president of the Parker Pen Company, writes to PRINTERS' INK as follows:

In our own case, we require the dealer to sign a contract that he will sell the pens at full retail price. This insures the dealer a fair return on his investment in the goods. In return we

obligate ourselves to make good absolutely any defect in manufacture or any accidental breakage of any of the rubber parts of the pen for the period of one year from date of sale. By this method we are maintaining a fair return on our investment, and at the same time we are enabled to use the highest class of skilled labor in the manufacture of an article which we are proud to have bear our name.

It sounds well to say that it is to the consumer's advantage to be able to purchase patented goods at unrestricted prices, but will it be to the consumer's advantage if the inevitable price-cutting results in the withdrawal of manufacturers' guarantees? The satisfaction of the dealer and the dealer's customers is a part of the restricted price system, and it is hard to see how any guarantee of satisfaction could be made if the price is likely to be shot to pieces any moment by a competitive onslaught.

PRINTERS' INK says:

One example of inverse ratio: the less the brains which go into a campaign the more money it costs.

"Free" with a String A little while ago there appeared in a Western Sunday newspaper an advertisement offering a sample package of animal food "free." A newspaper publisher in an adjoining state wrote asking for the sample. He wrote on his own letterhead.

"This morning, a week later," the publisher tells PRINTERS' INK, "I got the enclosed lot of bunk. Note the feeble attempt to make the printed letter appear personal by adding the date line and my name. Also note the 'President's Personal Guarantee,' of which they sent two. Accompanying this was a big circular, which is too heavy to forward.

"Yet some people wonder why advertising does not pay!"

The quality of the follow-up and of the merchandising policy is shown by this excerpt from the form letter:

Your letter has arrived asking for the \$1.00 package of our animal food. Now I have your \$1.00 package of Poultry Food all wrapped up, with your address on it, and I stand ready to ship it

to you exactly as I agreed. My freight and express agents tell me, however, upon looking up the matter, they find their charges are really just about the same on one small package as they are on a larger shipment. So for that reason I am first going to make you an offer such as I know you never had before.

So there is a string to the free sample offer. The house is not distributing bona fide samples, but is angling for agents. It evidently hopes to overcome the handicap of its false start by the luxuriance of its offer, but ignores the probable fact that the kind of intelligence that would accept and swallow this sort of an insult would also be next to worthless for distributing its goods. If the object is not to get a real distributor but merely to load up the inquirer, then it has still less to be said in its favor. It is simply fly-by-night merchandising and no house could employ it except at a tremendous waste.

It goes without saying that the character and quality of follow-up would be on a par with that of the selling plan. The conception that its farmer customers are a crowd of come-ons goes hand in hand with the conviction that anybody can write a form letter, and anybody else can operate the follow-up.

If the concern's goods have any merit, it is throwing its chances away. It has a good will to start with and it should, of course, cultivate this. If the local agent proposition is the best plan, then obviously it cannot handle the agents in the way that certain concerns do whose sole intent is to "stick" them. It should treat them in the enlightened way in which certain progressive houses are treating their dealer, that is, show them how to sell the goods and assist them by advertising and literature to do so. It is no holiday two-by-four proposition, but there are certain rewards at the end of the row.

PRINTERS' INK says:

The test of the efficiency of an ad is not what goes into it but what the reader gets out of it.

A Dealer's View of Con- sumer Ad- vertising

The following letter from a retailer on the Pacific Coast, printed in the *Dry Goods Economist* for May 4, is worth thinking about:

As a buyer in a retail department store, I write to ask what you think of manufacturers' advertising—or, better, what do you think of their methods? Do you consider it a benefit or detriment to the retailer?

I wish to relate one instance or example of where I consider it an evil: This example will apply in many other cases.

The line in question is white goods. Burch, Bailey & Co. bring out Linaire, Clarence Whitman & Co. bring out Flaxon.

A. L. Reid & Co. bring out Luna Lawn.

The Sherman & Sons Co. bring out Sherette.

The John V. Farwell Co. bring out Linweave.

Mills & Gibb bring out Lake Linen. These cloths are all competitive and very similar in texture, finish, etc. They are all strongly advertised in all the leading ladies' and fashion magazines in the United States, in an effort to bring the consumer in touch with the retailer handling their line. The promoters go so far as to send samples of their lines to the consumer, with the request that they make their selection and with the statement that the manufacturer will see that their order is filled.

One of these live promoters took the liberty of sending us five or six full pieces of goods from which to fill an order of a waist pattern from each, and boasted of the fact that they were giving us an opportunity to sell their goods by bringing the customer to us, when, as a matter of fact, our stock was already complete with one of the above-named lines.

A lady will come to us and ask for one of these brands. We say, "We haven't that line, Madam; we carry —."

What is a merchant to do? Stock six separate lines of goods that are almost identical, in order to meet the demand? Personally, I believe advertising on the part of manufacturers to the consumer as done to-day is a growing evil, and should like to know if you will publish a series of articles inviting the opinions of retail merchants.

The added cost of the fabric as the result of advertising is another phase of the question to be considered.

Were there six times the business created on the part of every one of the above manufacturers or converters, then I would heartily indorse stocking the six lines in question. But the stern fact remains that there is not.

The retailer above quoted is confronted with a condition, not a theory. He honestly believes that the goods not only cost him

more because the manufacturers advertise, but he feels that he is being made the victim of "big stick" methods to force him to stock six lines where one would answer all practical purposes.

A Philadelphia advertising manager tells PRINTERS' INK that manufacturers are continually being urged to advertise to the consumer, on the plea that they can "easily pay for such advertising, as the retailer will be forced to carry the goods anyhow." Meanwhile we are preaching to the retailer the advantages of handling trade-marked goods, and offering him "free" electros to run in his newspaper space.

It is not the easiest problem in the world to solve, but it looks as though the answer was to be found in manufacturer-dealer co-operation—which, by the way, does not mean dealer exploitation or dealer "promotion." As PRINTERS' INK once said, "The best way to secure co-operation is to show samples of the goods yourself." If the dealer is a necessity—and he is for most lines of goods—he cannot be ignored entirely. Perhaps he can be big-sticked into line for a while, but only so long as he can't help it—which is not so long a time as it may look. Just what effect dealer *opposition* to trade-marked goods would have is something most manufacturers do not care to contemplate. Under conditions such as that described by the *Economist's* correspondent would it be reasonable for any one of the six white-goods manufacturers to condemn the retailer as a substituter?

PRINTERS' INK says:

Drawing a competitor's fire is sure proof of one thing; you are important enough to shoot at.

Is the "Free A rather prominent national advertiser recently put a new product on the market, and in order to get distribution quickly, and at the same time introduce it among consumers, offered one full sized package free to those who purchased a package of the older

product. A coupon was run in the ad which was to be filled out by the grocer with the customer's name, together with his own when it would be good for the full retail price of the package given the consumer. The concern reports that the ad was successful enough so far as getting distribution was concerned, but that it fell down completely as a sampling device. The returns of the coupons were not one-tenth of what had been expected, judging from similar offers made by other manufacturers, and the advertising manager concludes that the free coupon is played out, and that readers are getting tired of cutting coupons from magazine pages.

If that is the case, it is valuable information to have. But unfortunately the offer in question cannot be regarded as a fair test, because the customer was obliged to buy a ten cent package of one product in order to get a ten cent package of another free. If the same ad should be run without the provision of a purchase, making simply the filling out of the coupon good for the free package, we might be able to tell whether or no the free coupon has lost its value. Without doubt the practice of hitching up a new product with one that is well known is one of the best ways of introduction, and the fact that the particular "free offer" failed to pull as was expected is no proof whatever that the advertisement in which it appeared was without adequate value.

Bruce Barton, who for the past ten months has been the editor of *The Housekeeper*, has become associated with *Vogue*. Miss Katherine Leckie will become managing editor of *The Housekeeper*, June 1. During the last year Miss Leckie was in Chicago where she had charge of the women's page of the Scripps-McRae newspapers.

Frederick N. Drake, who has been connected with the Chicago office of Doubleday, Page & Company, has joined the forces of *Motor*. Mr. Drake will make his headquarters in Buffalo.

Walter B. Getty, formerly special agent of the Postoffice Department, is now connected with the Association of American Advertisers as an examiner.

LAY SERMONS OPEN THE DALLAS CONVENTION

PULPITS OCCUPIED BY PROMINENT ADVERTISING MEN WHO DISCUSS ADVERTISING IN ITS RELATIONS TO RELIGION AND MORALS—THE MOVEMENT FOR HONESTY IN ADVERTISING DWELT UPON—UNION MEETING IN THE AFTERNOON ADDRESSED BY PRESIDENT COLEMAN

Dallas welcomed the convention on Sunday morning in her churches, and listened to the message of the advertising world from her pulpits. Certainly no better way than this could have been found to impress upon the people of Dallas exactly what the convention stood for, and the earnestness and honesty with which advertising men regard their calling. And certainly no better way than this could be found to start the delegates upon the work before them. The reception accorded the advertising men here, as elsewhere, was quite in line with what they had been told to expect from Dallas.

James Schermerhorn, publisher of the *Detroit Times*, spoke at the First Methodist Church on "The Thirteenth Apostle, Saint Publicity." He spoke of the part publicity has played in spreading the faith through all ages, with particular reference to its effect on Christianity. He closed with an appeal to the churches to make better use of this agent, as suggested by the Publicity Commission of the Men and Religion Forward Movement: "Let him be created vicegerent to the vacant pews," he said, "ambassador to the absentees; disciple to the unchurched; let welcome be written upon his forehead, and in his right hand let him carry the truth that silences scoffing, corrects misjudgments, turns away wrath and worldliness."

Herbert S. Houston, at the Ervay Street Methodist Church, spoke upon the subject of "Advertising and Righteousness." He sketched briefly the power of the press in humanizing and democratizing the world, and showed how the advertising of commer-

cial products was accomplishing the same end. "As this week progresses," Mr. Houston said, "you will hear much of honesty and efficiency, those two stimulating watchwords of the modern world. And you will hear them from the representatives of over 7,000 advertising men in the United States and Canada. May we not be pardoned no little pride in the fact that, on our own initiative, without outside pressure or suggestion, we are reforming advertising from within?"

At the First Baptist Church, E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, spoke on "St. Paul, the advertiser of the Christian Church." He showed how St. Paul spread the message of Christianity by carrying it to the Gentiles—advertising it to those who were outside of Judaism and beyond the reach of the Jewish Apostles. "He obeyed," said Mr. Lewis, "the two great laws of service and faith. No business can be great without them."

T. W. LeQuatte, first vice-president of the A. A. C. of A., at the Central Congregational Church, spoke of the power of honesty in advertising, and the efforts which are being made to bring advertisers to the realization that dishonesty does not pay. "We are not living up to our high privileges," he said, "if we drift with the tide and permit the misdeeds of others to cast odium upon the fair name of our church or our business."

Other prominent advertising men who delivered "lay sermons" were J. A. MacDonald, managing editor of the *Toronto Globe*; S. C. Dobbs, advertising manager of the Coca-Cola Company; I. H. Sawyer, vice-president of the Brown Shoe Company; George French, and W. C. Freeman, of the *New York Evening Mail*.

At the Union Meeting, which was held at the Dallas Opera House Sunday afternoon, the subject was "The Church Outside the Churches," and the principal speaker, George W. Coleman. After Mr. Coleman's address, opportunity was given to all who cared to do so to ask questions.

HOW PAINTED DISPLAY IS HANDLED

STANDARDIZING AN INDUSTRY THAT WAS ONCE REGARDED AS AN OUTLAW—BIG PRICES PAID FOR LEASES BUT ADVERTISERS DO NOT HESITATE TO PAY WHATEVER IS NECESSARY TO SECURE THE CHOICEST LOCATIONS—SAFEGUARDS TO PREVENT NATIONAL ADVERTISERS BEING CHARGED MORE THAN LOCAL ADVERTISERS

By a Staff Writer.

Some painted display came with the demand for a more permanent medium than posters. And its development has curiously paralleled that of poster advertising. Two years ago the Outdoor Advertisers' Association was formed, with one member in each of one hundred cities with a population of 50,000 or more. For this association the Thomas Cusack Company is the accredited clearing house with functions analogous to those of the national solicitor in poster advertising. A desire on the part of the painted display men to get into closer touch with the advertising agencies has resulted in a decision to allow commissions to approved general agents who will agree to study the subject of outdoor advertising and give it the serious attention that its importance as an up-to-date medium deserves.

As in the case of posting, an important component in the success of the business is the securing of leases. But here, too, the old days of constructive competition are gone. The O. J. Gude Company controls the bulk of painted display space in New York city. Oddly enough in London, some sixty concerns live and let live, each in its own bailiwick or district. At weekly meetings and monthly dinners, they settle their differences. The invasion of one another's preserves which would promptly ensue in this country, with warfare resulting in centralized control, seems to be avoidable there. A matter of national temperament is involved, John Bull's conservatism and re-

spect for custom and precedent provide the needed check.

A few men are said to have a natural eye for desirable space. In an office like that of the Van Beuren and New York Bill Posting Company, there is a separate department with a high-priced space man in charge. Half a dozen bright young men, taken usually from real estate agencies, are assigned by him to different city districts to keep an eye out for likely space. Their reports are tabulated, and if the location is conspicuous and promising, the manager runs down the owner and a lease is effected. Rentals, like those already mentioned, are sometimes extravagant, but the average rental over the city as a whole is kept down to about 40 per cent of the earning capacity.

Rentals are paid quarterly in advance, as a rule. On unimproved property a clause is introduced in the first year's contract to the effect that there will be a rebate equal to the cost of construction and demolition if the property is sold or improved, and the boards have to come down. After the first year, the renter takes his own chances, and receives no reimbursement in the event of change. Leases of walls and roofs of low buildings are usually for terms of several years, depending upon the term of the original tenant's lease. Roof leases entail a continual and cumulative expense of making all repairs. Leases of lots carry the provision that they shall be kept free of rubbish and weeds, and their sidewalks free of snow. Health department and building regulations must be conformed with in the erection of structures and their maintenance. Sometimes stone footings and iron braces are found necessary, and windstorm pressure to the extent of sixty, eighty, and even ninety miles an hour is taken into consideration by architects and builders.

Every member of the Outdoor Advertisers' Association keeps the national secretary informed as to the price of painted display in his plant, and this price in every case must be identical with that

charged by the respective member upon business originating locally. In Philadelphia, for instance, the general price for ten-foot display is 30 cents per lineal foot per month on yearly contracts. Two paintings are made, one at the beginning of the contract and one six months thereafter, no extra charge being made if a change of copy is then desired. In Chicago, the common price is a shade higher, 40 cents per running foot. There as in other large cities "specials" vary in cost. Within the loop district \$2 per lineal foot per month is charged for electrically illuminated painted display. Elsewhere, the price ranges from \$1 to \$1.50 per foot per month for such display. as a special feature, an additional painting is offered with optional change of text, for an extra charge of five cents per month.

Along Broadway illuminated painted signs are more expensive than elsewhere, many advertisers preferring them to the electrical

display because of their value during the day. Twenty-foot spaces sell from five dollars a day upward.

An innovation which has not made much headway in the East is the so-called studio work. The signs are painted in a studio in sections, and are afterwards bolted up on the boards on racks provided to accommodate them. There are many advantages in these movable boards. They are apt to be painted with more care and they admit of prompt removal and erection elsewhere. A more sudden and effective display is perhaps possible, too, for a new sign once assembled on a truck can be clamped in place in very short order.

Among the "specials" in this line are the automobile road signs, which are rapidly increasing. The road between Indianapolis and the Speedway is a case in point. Automobile advertising is conspicuous, and the extra large boards constitute special orders.

"Silver that



Plate Wears"

Faith in a Trade Mark

No better example of faith in a trade mark with quality back of it, and both persistently advertised, can be cited than that of

1847 ROGERS BROS.

When you are asked to cite an instance of persistent advertising, you can point to **1847 ROGERS BROS.**, which over 50 years of publicity has made familiar to those who wish the standard in silver plate.

MERIDEN BRITANNIA CO., Meriden, Conn.
(International Silver Co., Successor)



The railroad signs are an older device. They usually measure ten feet by forty-eight feet. Fifteen thousand of these railroad boards are under one control. They string out from Maine to California, from five to ten miles apart along the railroads, according to the topography.

WHY WE NEVER REACH "THE SATURATION POINT"

It very often happens that a man to whom you are endeavoring to show advertising light, will say: "Yes—but the number of people to whom I can sell my product is limited. There are only so many people in our grand little U. S. A. after all. My market is restricted."

This man forgets one small but important section of every newspaper big and little in every city, town and hamlet, under the blunt, inornate headings of "Deaths," "Marriages," "Births." If this man would count all these notices in every part of the country, he would come to the result—

But—this big man wouldn't take the trouble. His secretary would get the figures from the Census Bureau at Washington, and the "Boss" would see that while our national death rate is 17.4 per thousand, our national birth rate is 32.1 per thousand. (As this is Leap Year we haven't been able to obtain accurate figures on the marriage rate.) Anyway, all this proves no market is necessarily limited so long as population increases.

New people, new families, new buyers, and more of them every day. Subtract "17.4" from "32.1" and you begin to understand how it is that so many people can have automobiles.—*Batten's Wedge.*

FRANK P. LANE DIES AT TOLEDO

Frank P. Lane, for thirty-six years secretary and treasurer of the Toledo Blade Company, and for a number of years president of the Union Savings Bank and Trust Company and Union Safe Deposit Company, died at his residence at Toledo, May 15.

It was Mr. Lane's habit to make semi-annual business trips to New York, where he made it a custom to call upon the national advertisers. As a result of these little journeys he not only added to the prosperity of *The Blade*, but established a number of personal friendships which lasted to his death. His earnest personality and evident integrity won not only their personal regard, but a large share of their business.

In New York and the east generally he was known familiarly by the title of "Colonel," although in every respect he was a man of peace.

THINKS THE "I AM" ADS ARE PUNK

Editor of PRINTERS' INK:

To keep the "great I am" pot merrily boiling, here is a circular written nearly five years ago, long before I knew better.

This was in the day when I thought that this sort of slush was advertising writing. The Hoe ad of Davis and the Oil Pull ad of Ellis are more slushy—that's all.

It's a perfectly good idea for you to air this thing as much as possible—only for the love of Mique, hand it the swift kick it deserves.

These prose poems are about as effective in selling space, presses or engines as Emerson's "Compensation" would be in getting the Old Man to raise salaries.

They attract attention from the advertising world and some admiration from readers for the mental gyrations of the writers, but business—nay, not any.

It's a bad case of ingrowing ego.

H. E. CLELAND,
Manager, Make-It-Pay Department,
HILL PUBLISHING COMPANY.

EGOTISTICAL POWER

(Directory Number—December 1907.)

I AM the journal devoted to the generation and transmission of power. I am pre-eminent in the field of power. I am a power in the world of power because every month in the year I reach the eye, the heart and the mind of the man responsible for results in the power plants of the world. In December I will go to 35,000 of these men carrying messages of instruction, information and education—one hundred pages of them. I will carry the sales talk of 350 advertisers to every part of the civilized globe and I will put their messages before equipment buyers when they are most vulnerable to the shafts of advertising.

Verily, my name is
"POWER."

According to the *Chicago Record-Herald*, a co-operative store is to be established near the University of Chicago, among its stockholders being professors, clergymen and business men. The store is to be modeled after English stores of the co-operative type. It is planned to sell goods at market prices to all who wish to buy, rebates or "dividends" being paid at fixed times to each purchaser who is a shareholder.

The *Daily News Leader* made its debut in London on May 1. It is a consolidation of the London *Daily News* and the London *Morning Leader*.

BRANDEIS ON PRICE MAINTENANCE

FIXED PRICES NOT CAUSE OF ATTACKS ON PATENT SYSTEM—HOW ONE-PRICE SYSTEM MAKES FOR FAIR MERCHANDISING—CONSUMERS HAVE CONFUSED THE ISSUE—VIEWS OF AN INVENTOR—ADDRESSES BEFORE ADVERTISING MEN'S LEAGUE, NEW YORK, MAY 4

"Price Maintenance and Its Relation to Advertising" was the subject of the fifty-sixth dinner and meeting of the Advertising Men's League of New York held at the Aldine Club on the evening of May 4—the last meeting of the 1911-12 season.

Louis D. Brandeis, the "efficiency" lawyer from Boston, was among the speakers, and what he had to say in regard to our present patent system was heard with much interest by the advertising men.

"The question is: Is the seller of goods able to control the re-

tail price," is the way Mr. Brandeis began. Then he went on to say that a long step was taken when we established the one-price house, and in the same way, in connection with ordinary articles, it is distinctly of advantage to the community that prices be maintained. In the case of razors no harm can come when each manufacturer is able to insist on a definite price at which goods can be sold. If the price is not reasonable, people will not pay it. If the Gillette price of \$5 is too high a man may buy the Gem at \$1. That settles it. The same is true in any other line, as for example, watches.

"Why is it then that this patent system finds many who attack it? Why the numerous protests against the mimeograph decision? What is the cause?

"It is not because of fixed prices. It is because the idea of fixing prices by controlling a large number of patents has sunk deep into the public consciousness

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

WANTED:

by the assistant sales and advertising manager of a strong general agency at Chicago who seeks greater opportunities in the small town field,

Correspondence with manufacturers, newspaper and farm magazine publishers looking for increased sales and greater circulation and located in growing cities of not more than 60,000 population in the great north central belt. Object: to become part of your organization.

Details of experience, sales record, habits age, and compensation expected given in answer to worth while inquiries,

**Address: C. F. W. Room 505
332 S. Michigan Ave. Chicago, U.S.A.**

through the actions of large corporations commonly called trusts.

"That feeling has not been very clearly thought out. It has not been based on evidence capable of presentation. It has made people feel that patents used as instruments of oppression are dangerous.

"There is no danger in the fixed price of a watch or razor because anyone who doesn't want one of these is at perfect liberty not to take it. But when any one branch of business dealing in a necessary article is controlled; when a man *must* buy that article, the whole situation is changed.

"So far as men's shoes are concerned practically nobody is able to engage in business without taking certain machines, for all of the important operations, from one company. This presents a case absolutely remote from the one where a man may take or not as he pleases. That situation is not the result of patent monopoly. The really important principles of the machinery have become common property. The machines for lasting, metallic fastening and so on are practically owned by one company. The patent is held out as an excuse.

"When two years ago, a complete system was put on the market, that system, in spite of the Sherman law, was purchased by a competitor. The purchaser maintained it had purchased patents. It is such uses as that which are breeding apprehension in the minds of men who are putting goods on the market in a business way.

"The one-price takes business out of the realm of haggling and includes it in the realm of merchandising in the larger sense. But we have got to watch that monopoly which has for its object the suppression of competition. In the latter you have a condition where progress ceases and the opportunity for extortion and oppression enters.

"The ordinary invention develops competition. Because it is a case of invention against invention. But when you get the monopoly of monopolies you come to

the point where people are exasperated. When that develops, your legitimate business is in danger as much as are the great trusts.

"What is the conclusion and what is the practical step? First, it is to understand with perfect clearness what is ailing the community. Having found out what that is, exert your mind and effort toward securing the removal of that danger. Then set your mind upon it so your beneficent patents shall be protected from being defiled and obscured. Endeavor to secure that legislation which will make for the suppression of the trusts by the law of the land.

"Seek to find out why it is that the Sherman law as it exists today has not been effective. The principle is all right but the machinery is very bad. The greatest evil in our patent system to-day is that the poor inventor has practically no show. Not because the judges are not desirous of helping the poor as well as the rich. I have great respect for the judges. But the machinery of the law is so expensive, so time-consuming, so inefficient, so ineffective, that a man of small means is without legal protection.

"See why it is that no practical results follow the Sherman law. Why those trusts go on and infringe year after year.

"Each one of you is interested. You must see to it the distinction is drawn between the legal and the illegal monopolies."

H. Ward Leonard, who has more than 100 inventions to his credit and was for years general manager for Thomas A. Edison, spoke on the patent system from the viewpoint of the inventor. He said that a patent law is simply a method for confiscating the intellectual property of the inventor. That the framers had not the inventor in mind when the laws were drawn. The best system was the one which would prove the most beneficial to the nation. He thought the rights of an inventor should have such an interpretation as to bear on the retail price. It might be easy for a man to get



THE NEW SIGN

**THE BEST LOCATED
DISPLAY ON THE
GREAT WHITE WAY**

Commands full view of practically entire length of White Way—15 full blocks—from 49th down Broadway to 34th St.

The largest and most beautiful flash display ever erected—contains 6500 Tungsten lamps—light area nearly 4000 square feet.

Gives you more room to advertise—besides space for picture of your product or trademark in colors.

Great Prize Contest for Benefit of Advertisers

We will pay cash prizes to people who send in better wording or slogan for any advertisement that appears.

This is an unusual opportunity to secure a valuable advertising slogan free of cost to you. Write for particulars.

Rates Lower Than on Any Other Broadway Display

Advantages for profitable advertising twice as great.

Put your advertisement on Broadway—advertise to the most liberal spenders in the world—85,000 every night—over two and a half million every month.

Write for Descriptive Book

Get full information, rates, etc., of Broadway's newest and most wonderful electric sign. Your advertisement can run day and night—prize offer always before the public. Write at once—before all space has been sold.

National Electric Sign Co.
Dept. N. JERSEY CITY, N. J.

Do you know of any magazine with a stronger appeal or a more vital reason for existence than

PHYSICAL CULTURE

—devoted exclusively to the physical and moral betterment of its readers. It is an authority—a guiding hand—for more than 166,000 people who are seeking enlightenment along those lines.

New York Office: 1 Madison Avenue

O. J. ELDER, Manager

Chicago Office: People's Gas Building

W. J. Macdonald, Manager

Boston Office: 24 Milk St.

Oliver E. Butler, Manager

Quality Circulation Brings Returns



ADVERTISING slides that reach your dealers or display stations, in perfect condition, yet cost no more than glass slides.

Note the detail shown in this half-tone reproduction of one of a series of

Mica Non-Breakable Slides

used by the Victor Talking Machine Co. Advertising slides that will show your product in detail to the buying public are worth something to you. And if it costs less to get these slides to your dealers or display stations, they are worth much more. Mica Non-Breakable Slides reach your dealers at a cost of two cents per slide.

Ask for a try-out slide—a sample—made up from your copy. It's free if asked for on your letterhead.

Mica Non-Breakable Slide Co.

N. W. Cor. 12th & Spruce Sts.
Philadelphia, Pa.

money to spend in an advertising campaign when his article was something for which a demand existed, such as soap. But it is extremely difficult to get investors interested in bringing out an invention.

Mr. Leonard used the familiar statement in regard to warfare that a blockade to be respected must be effective.

James L. Steuart told how, time and again, attempts had been made to abrogate the patent system as it exists. Now comes this great turmoil against monopolies. The speaker thought that no particular class should be favored. "I fear that if a clear distinction is not made," said Mr. Steuart, "between patent monopoly and commercial monopoly, our patent system will go by the board, and this most beneficial system of law will be destroyed."

C. C. Crooks, of Baltimore, spoke from the retailer's standpoint. He explained that under the proposed law a man could advertise Waterman pens at \$1.60 and sell them as such. But he could also put in a stock of fifty-cent pens and sell them at an advanced price unless those responding to the advertising insisted on getting the genuine article at the marked-down price. Mr. Crooks intimated that such practices would be common if the present law was changed. He said price maintenance is fair for the manufacturer, dealer and ultimate consumer.

It was the annual meeting and officers were re-elected as follows: President, W. H. Ingersoll, advertising and sales manager of Robert H. Ingersoll & Bro.; vice-president, O. H. Blackman, of the Blackman-Ross Company; secretary, H. F. Nagel, Jr., of the George Batten Company; treasurer, Mason Britton, of *Power*. The new directors are Clowry Chapman, a New York lawyer; LeRoy Fairman, editor of *Advertising and Selling*, and Percy Marcellus, of the Kalkhoff Company.

An interesting feature of the meeting was the presentation of several gifts from the Advertising Men's League to President

Ingersoll and his family. Vice-President Blackman was in charge of the presentation. The gifts consisted of a sterling silver tea-tray, a kettle and a humidior.

COST OF LIVING GOES UP 10 PER CENT

Figures compiled by Bradstreet's show that the cost of living has advanced nearly ten per cent in the last year, from May 1, 1911, to May 1, 1912. Prices of commodities generally have reached the highest point since the commercial agencies have been keeping tab. Not only have live stock, provisions and breadstuffs become more costly, but building materials, textiles, coal and other essentials have been climbing.

The agency has reported that the figure for May 1 last exceeds any previous figure during the twenty years, showing a rise in prices of 9.7 per cent since May 1, 1911, and an increase of 1.9 per cent since April 1 of this year. Says Bradstreet's Journal: "Comparison with May 1, 1909, reveals an increase of 11.7 per cent, while contrast with the like date in 1908, when quotations were suffering from the effects of economic depression, displays an advance of 16.4 per cent. Subsequently, or on June 1, 1908, our index number fell to the low point of recent years; in other words, to \$7.7227. Going back to 1907, a year of relatively dear commodities, we find that the index number as of May 1 registered a total of \$8.9356, on which basis the current level indicates a rise of 3.7 per cent; it also shows an advance of 11.6 per cent over May 1, 1906, of 16.3 per cent over the same date in 1905 and of 16.8 per cent over May 1, 1904."

REPORT OF COMMISSION ON ADVERTISING THE CHURCHES

The report of the Commission on Publicity of the Men and Religion Forward Movement, headed by George W. Coleman, president of the A. A. C. of A. uncovered some very significant facts in the three sets of questions which the commission addressed to editors, clergymen and laymen. The answers to these questions indicate that a great deal of preliminary work must be done before any constructive advertising campaign for the churches can be successfully carried on. "The chasm that is cut between the press and the Church," says the report, "is greater than either side realizes. One has only to read the questionnaires to perceive this. There is almost a fundamental misunderstanding of each other's viewpoint."

"The strong men of the churches must co-operate with the strong men of the press if the relations between these two great agencies for human welfare are to attain the character and extent which most thoughtful persons believe to be necessary."

THERE'S A DIFFERENCE!

in the *printing quality* of the plates made by different Engravers as well as a difference in the *treatment and finish* of the **DESIGNS and DRAWINGS.**

Tell us what you want—be specific—and we will do the rest.

It's a mistaken idea that best quality work is *too* expensive—don't judge by the initial cost but calculate the net results obtained from the printed illustrations in your Catalogues and Advertisements.

The best Designs and Engravings represent an Investment—not an Expense. For QUALITY AND SERVICE send us your Orders. Send for Specimen Portfolio No. 26.

GATCHEL & MANNING PHILADELPHIA

Designers and Engravers in one or more colors

PUBLISHERS

An experienced and **HIGHLY SUCCESSFUL** advertising solicitor who has been Western Manager for a leading Boston Publication for the past six or seven years will shortly make a change.

IF YOU WANT HIM

to represent you in the Middle West on a commission basis, with headquarters in Chicago, better get in touch with us today.

PHOTOGRAPH, REFERENCES AND ADVERTISING RECORD ON REQUEST.

**Dept. D, Printers' Ink
1206 Boyce Bldg., CHICAGO**

The Little Schoolmaster's Classroom

An advertising organization wanted to present a departing member with a loving-cup. Three of the largest Eastern jewelry houses were asked to send photographs so that a selection might be made. One sent a little book of rather aristocratic pretensions and referred to a page that gave a mere list of prices; there was no follow-up. Evidently this concern figures that its reputation is such that it has nothing to fear from competition—that its mere list is sufficient. Another well-known house wrote that it would send photographs if an idea of price were given.

The third house did just as requested—sent a good selection of photographs with prices plainly indicated. This enabled the organization to get down to business at once, and it is hardly necessary to add that the order was secured by this third jewelry concern. Much business must be lost by such methods as those followed by the two concerns first referred to. It seems that only a little thought would have suggested to these jewelers that an inquiry from such an advertising organization was a good one and that not more than two or three concerns would be addressed. The chance to land an order would be one in three, and if a courteous request were made the photographs would no doubt be returned in good order. In such cases it pays the advertiser to put himself in the place of the inquirer for a moment. The slighting of a few details

is just enough to turn the order to the other fellow.

* * *

The Atlantic City Boardwalk newsboy does not call out merely "Paper!" "Extra!" or any other of the commonplace attention-attractors. He says, "Name your city, sir, and see if I ain't got your paper right here," or "Here's that home paper! What's the name of your town?" The distinctiveness of his headline gets the "point of contact," and the paper costs us a nickel; but we enjoy the good lesson in advertising and realize once more that there is usually an efficient way of doing the apparently commonplace thing.

* * *

It is very old, this expedient of throwing an advertisement out strongly by means of a distinctive border and a good white-space margin, but that it is as effective as ever is shown by the exhibit containing the Long Branch and

Real Estate

MASSACHUSETTS

Martha's Vineyard Island
Elys. Coveys, and other
large bird-catchers and others to see. Apply to
Charles Bruce Smith, Vineyard House, Mass.
Farmhouse at Cape Cod
Large, comfortable, modern, and well-furnished.
Apply to J. H. Parker, Boston, N. J.

Summit Hill, Newburg, Mass.
Very desirable furnished cottage directly
on the ocean front. One of the best
of all locations on the coast. 7,000, Outlook.

NEW ENGLAND FARMS

and Country Homes
The Market Place, New York
11 North Market St., Boston, Mass. (Opp. O.)

NEW HAMPSHIRE

Gloucester, N. H.
Fine, clean, comfortable, modern, and well-furnished.
Apply to J. H. Parker, Boston, N. J.

JACKSON, N. H.

White Mountain House
Large, comfortable, modern, and well-furnished.
Apply to J. H. Parker, Boston, N. J.

WHITE MOUNTAINS

Attractive Country House
FOR SALE

Excellent location, two beds, modern, and well-furnished.
Apply to J. H. Parker, Boston, N. J.

160 acres single large on best point of view
of the ocean. Apply to J. H. Parker, Boston, N. J.

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Apply to J. H. Parker, Boston, N. J.

NEW JERSEY

The Place to Summer

LONG BRANCH

N. J.

Highest point on Atlantic

Seaboard. No Mosquitoes or

Malaria. Combines attractions

of Ocean, Lakes and River.

Has facilities for all sports

and amusements. A modern

city with all country advantages.

Visit ocean front improvements,

including most beautiful

smooth ocean pier. Famed

for its high sea cliff and trees,

lawn and bridges. Has been

summer home of five Presi-

dents, and is better now than

ever. Has variety of amuse-

ment in its large area to

please all tastes. Nearest

Jersey resort to New York by

summers Pennsylvania Rail-

road and New Jersey Central

Railroad express trains—ride

over an hour—and reached by

summer lines too. Very com-

munication. Cottages now

renting for from \$200 to \$5,000

for summer. Any information

from B. B. BOBETT, Publicity

Director, 190 Broadway, Long

Branch, N. J.

Place made or rent furnished.

Apply to J. H. Parker, Boston, N. J.

Apply to J. H. Parker, Boston, N. J.

Apply to J. H. Parker, Boston, N. J.

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Apply to J. H. Parker, Boston, N. J.

NEW YORK

TO RENT

Birch Island Camp

on

Upper St. Regis Lake

Large sitting room, din-

ing room, writing room,

two family bedrooms and

bath, two servants' rooms,

kitchen and pantry in

main building. Children's

dining room, play-room,

servants' dining room, and

12 family bedrooms in

separate cabins. 4 tents,

2 bathrooms, other rooms

for 10 servants. Garden

houses with bedrooms, 3

boat house, 2 and 3 bays,

launch, row boat, and

canoe. Camp completely

furnished, including all

necessary plated ware for

table, bed and table linen.

Apply to

James W. McCulloch

150 William St., New York

Adirondack, Keene Valley, N. Y.

Keene Valley, N. Y.

Keene Valley, N. Y.

Keene Valley, N. Y.

Keene Valley, N. Y.

Keene Valley, N. Y.

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Keene Valley, N. Y.

Keene Valley, N. Y.

the Birch Island displays. The very critical critic will say that the borders are too heavy for good harmony, that they give the advertisements a funereal appearance, but the Schoolmaster doubts that many people get any unfavorable impression on account of the weight of the border, provided the principle is not carried to extremes.

* * *

Lay hold on interest value and you will double or treble the drawing power of your advertising. A department-store advertising manager some time ago varied his usual style of putting in his page advertisement a section entitled "Little Journeys Through the Store." One time the writer of the copy would tell, in a chatty, free style, of the vacation goods

noted in a stroll through the store; another time the subject would be the new styles or novel things; and so on. The manager says that the effect of this special copy was immediate and marked; some went so far as to wonder who the new advertising man was!

* * *

How prone we are to form judgments from our own little narrow point of view instead of looking at questions from every possible angle! The Schoolmaster knows the danger, for he has erred often enough! Before him lies the argument of the advertising manager of a periodical of rather serious purpose. This advertising manager is questioning the value of the magazines of "mere entertainment." His con-

They Set the Pace in Pittsburgh

THE POST

(Every Morning and Sunday)

A 2-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,338 agate lines paid advertising since January 1.

THE SUN

(Every Evening. One Cent)

Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 259,043 agate lines since January 1.

SPECIAL COMBINATION RATE

Emil M. Scholz, General Manager.

CONE, LORENZEN & WOODMAN

Special Representatives,
New York Chicago

Janesville and Wisconsin a Good Starting Place

Every day finds new advertisers represented in the daily newspapers. Some of them start with a try-out campaign, and Janesville and Wisconsin have been selected in a number of instances to start the sales.

The co-operation of the Janesville Daily Gazette is one of the reasons why "The Gazette" is selected. All of the detailed information, which is so necessary and helpful to the advertiser, is free'y given and is worth a great deal.

The splendid pulling power of "The Gazette" and its entrance into over 6,000 homes is another very good reason. The wide awake dealers are ready to give a helping hand to the advertisers who spend their money in "The Gazette" pushing an article.

What is there you wish to know about this field? There are a lot of things you ought to know. We are willing to help you to that information.

The Janesville Daily Gazette, Janesville, Wisconsin

Eastern Representative, M. C. WATSON,
Flairon Building, New York City, N. Y.
Western Representative, A. W. ALLEN,
1502 Tribune Building, Chicago, Illinois

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

How much do you spend a year for

EXPORT ADVERTISING

The AMERICAN EXPORTER will give you publicity covering the biggest buyers in territories aggregating eight times the size of the United States, and will bring you bigger results per dollar than do the best domestic publications.

For particulars write

AMERICAN EXPORTER
135 WILLIAM ST. - NEW YORK
"The Strongest Single Power in Export Trade"

DRAWINGS



**can - and
ours will
sell things!**

*Make us
prove it.*

LAMBERT CUENTHER

and WALTER SMITH

ADVERTISING ILLUSTRATIONS

IN WRITING and PRINTING

37 East 28th St., NEW YORK

L. C. & W. S.

**ONE of the Largest
and Most Completely
Equipped Printing Plants
in New York will consider
small investment in live,
successful publication.
Mail Order or Trade
Journal preferred. Ad-
dress "T. J.," care of
Printers' Ink.**

**SCHENECTADY LIGHTS AND HAULS
THE WORLD**

"Let Us Keep You Posted"

SCHENECTADY BILL POSTING CO.

121 Jay St., Schenectady, N. Y.

Pop. 72,862 Gov't Census 1910, estimated now 80,000. Home of The General Electric Company and American Locomotive Works, Class A Plant.

Rate 14c per sheet, calendar month.

Finest plant in this section of the State. All sheet iron boards.

clusion is that the magazine that aims merely to entertain hardly has sufficient cause for existence—that it is read by the idle and thrown away! And the Schoolmaster thinks at once of a national advertiser who, after years of experience and the expenditure of many hundreds of thousands of dollars, finds no class of mediums as important for him as the publications of "mere entertainment." To entertain is a great purpose—one that fully warrants a medium's existence.

* * *

A number of advertisers are following the general style of the Uneeda copy here reproduced—that of using a display face of uniform size for the entire advertisement. The effect cannot be fairly called extremely poor and yet such a mass of display does not contribute to readableness. The Schoolmaster believes that if

Soda crackers are extremely sensitive to moisture.

Before the advent of Uneeda Biscuit the only persons who ever tasted fresh, crisp soda crackers were the people in the bakeries.

Now that we have Uneeda Biscuit—we have perfectly baked soda crackers—perfectly kept. No moisture can reach them—no contaminating influences can affect their flavor—their goodness is imprisoned only to be liberated by you for when you open the package. Five cents.

**NATIONAL BISCUIT
COMPANY**

AN AD TOO UNIFORM

Lincoln Freie Presse

**German Weekly
LINCOLN, NEBRASKA**

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 128,384

RATE 35 CENTS

these advertisers will try settings with only the first few lines in the display type and the remainder in a lighter face of the reading style, they will find great improvement in both display and reading quality.

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba

ADVERTISING AGENCIES

SEND TO STANLEY DAY AGENCY (established 25 years), Plainfield, N. J., for advertising rates on any papers desired. Summer rates now in effect. Estimates cheerfully given.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

APPROPRIATE ARTICLES for advertising hotels, cafes, cigar stores, restaurants. Things men keep, use and appreciate. Samples and information **Free**. **BASTIAN BROS. CO., Rochester, N. Y.**

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations Mostly individual boards. Write for open dates Standish Adv. Agency.... Providence R.I....

BUSINESS OPPORTUNITIES.

BUSINESS LETTERS of a non-"bully" anti-beg "get." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

Wanted—Partner

on business side of established and paying publication. Particulars on application. "XX," care of Printers' Ink.

COIN CARDS

Coin Card Bill Heads specially adapted to the needs of your credit department. Hundreds of newspapers and mercantile concerns are now using them to collect small accounts. Made of coated stock with patented apertures for any combination of coins. Write for price-list and samples. Neatest and safest card made. **THE WINTHROP PRESS, Dep't. C. C., 60 Murray St., New York, N. Y.**

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARK ENGRAVING CO., Youngstown, Ohio.**

FOR SALE

20,000 ELLIOTT METAL STENCIL FRAMES for sale. Been used, but as serviceable as ever. Cost 1c. per frame; all or any part at half of cost. **SEPTICIDE COMPANY, Milwaukee, Wis.**

WELL EQUIPPED DAILY and WEEKLY NEWSPAPER PLANT and JOB DEPARTMENT, good railroad town of 5,000, Southwest Mo. One other Weekly and Job Department, no Daily. Fine opening. **INVESTORS REALTY CO., Aurora, Mo.**

HELP WANTED

WANTED—Personal instruction, evenings, in type faces and lay-out. You may know, but can you teach? Box "I. N. S.," Printers' Ink.

ADVERTISING MAN or PRINTING SALESMAN who controls advertising composition can make excellent connection with printer. "PRINTING," care of Printers' Ink.

An Advertising Solicitor is Wanted

in Montreal and Ottawa, Canada. If you want a change and are a business getter, let us have an idea of your experience and we will send particulars. **DELAIRONDE, Limited, Publishers, Ottawa, Canada.**

WANTED—Young man of good appearance and personality, experienced in handling sales through the jobber. Must know Spanish and should know German. This opening is with foreign sales department of large manufacturing company. Write **SYKES-YOUNT CO., Employers, No. 815 Harrison Bldg., Columbus, Ohio**

Wanted at Once

The leading paper in its field needs an experienced writer of technical advertising copy. Must be able to present technical subjects to technical men in an intelligent and convincing manner. The position is permanent if you can produce. Location, New York City. Replies confidential. Address Box R. K., care of Printers' Ink.

Copy Man Wanted

Man of high moral character, good address and executive ability for Chief of Copy and Plan Department of Advertising Service Agency. Must be experienced Agency man, not afraid of work. Must be able to write strong, forceful sales copy, analyze sales proposition and map out campaigns. Good place for right man. Chance for admission into firm on proof of ability, capacity and reliability. Write Box 62, care of Printers' Ink, stating experience, present connection and salary expected. No cigarette fiends, booze fighters or unreliaables need apply.

MAIL ENCLOSURES

WE SPECIALIZE IN MAIL ENCLOSURES that do not go in the waste basket. Write for samples. **THE SALES AID CO., 280 B., Ridgewood, N. J.**

MAILING LISTS

LIST OF 1,000 GENERAL ADVERTISERS FOR SALE, \$10. Select, recent, accurate. Address "SIGMA," care of Printers' Ink.

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 36 Montgomery St., San Francisco, Cal.**

GUARANTEED LIST OF 30,000 1912 Automobile Owners in Ohio. Complete list \$50.00. Unquestionably the most Productive mailing list ever compiled for the Sales Manager. Other lists. **THE SUPERIOR MULTIGRAPHING CO., 424 Caxton Building, Cleveland, Ohio.**

MISCELLANEOUS

Imposing Stone Wanted

Size 36x60. Nothing smaller considered. Must be in first class condition. State full particulars and lowest cash price in first letter. **HENRY FIELD SEED CO., Shenandoah, Iowa.**

POSITIONS WANTED

CAPABLE man desires to take charge of advertising department of trade paper on percentage basis; many years' experience; fine developer. understands the business from the ground up. first-class references. "M-6," care Printers' Ink!

SALES CORRESPONDENT AND EXECUTIVE with advertising experience desires to make a change. Experienced in machinery lines. Address "BUSY CORRESPONDENT," care of Printers' Ink, Boston, Mass.

YOUNG MAN (24), sound advertising ideas, wants position assistant to adv. mgr., department store or mgr. Some knowledge printing; 5 yrs' grocery experience, Scotland, I.C.S. student. **JOHN FYFE, 36 Buckingham St., Hartford, Conn.**

Seasoned Advertising Manager seeks position. 15 years' experience. My "Interview in Type" tells full details of ability, salary wanted, age, references, etc. Send for it—read something unique. **MERCHANDISER, 606 Montgomery Building, Milwaukee, Wis.**

PAGE-DAVIS GRADUATE

Young man (28), possesses fundamental Advertising principles, original—tactful and energetic, seeks connection as assistant to Advertising Manager. 10 years' exceptional references—ask Page-Davis. "H. D. L.," care Printers' Ink.

A MAN, not yet thirty, wants to join agency as copy and plan man; or manufacturer as advertising manager. His experience justifies either appointment. Would make an investment within stated time if conditions were mutually satisfactory. Write "ALPHA-OMEGA," care of Printers' Ink.

ADVERTISING MAN. Writer and solicitor. 22 years' practical merchandising, advertising and selling experience. Started by selling goods in my father's store at the age of fourteen. Had newspaper and agency connections. Best of references as to character, honesty, ability. "O. D. H.," care of Printers' Ink.

Advertising Man of Ability

and wide experience in newspaper, agency and department store work wants broader field. He is a forceful copy writer and trained merchandiser, a layout man and a manager who knows how to do things. He wants a "square deal" and congenial business relations more than salary—an opportunity for permanency and possible future investment. West or middle west preferred. Box 494, care of Printers' Ink.

NOTICE

Advertising Manager large mail order concern will consider change if satisfactory arrangements can be made before July 1st. Able to plan national campaign, select mediums, handle any size appropriation to advantage, build or revise system, if not complete; compile catalogs or supervise compilation, and make favorable printing contracts. Full particulars only to those who require broad-gauge man at a good salary. Box 9-X, care of Printers' Ink.

PRESS CLIPPINGS

Southwest Press Clipping Bureau

Adams Building, Topeka, Kan. Established ten years. Covers Kans., Mo., Okla., Tex. and Ark. Population of our field, over 12,000,000.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

MONTHLY magazine of national circulation for sale; quantity of editorial and art material; complete equipment; no indebtedness nor stock liability; operating and manufacturing costs low; growing business with unusual facilities for development; everything free and clear. Controlling interest or entire property can be bought by reliable individual or company on easy terms. Address 336, care of Printers' Ink.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net av. year 1911, Dy 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 45,108, 5c. New London, *Day Evening*. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

Norwalk, *Evening Hour*. Average circulation 1911, 3,648. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,515; Sunday, 7,559.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 57,797 (©©). Carrier delivery.

ILLINOIS



Chicago *Examiner*, average 1911, Sunday 541,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average Feb., 1912, 13,142. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 35,365. *Evening Tribune*, 30,316 (same ownership). Combined circulation 65,679—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,986 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Louisville, *Courier Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

MAINE

Augusta, Kennebec *Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For April, 1912, 85,003.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest April of the Boston Post. Circulation averages: *Daily Post*, 395,999, gain of 57,397 copies per day over April, 1911. *Sunday Post*, 333,511, gain of 21,643 copies per Sunday over April, 1911.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 18,031. The "Home" paper. Largest ev'g circ.

Boston, *Herald*, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

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Boston, Globe. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178.

Sunday 1911, 323,147—Dec. av., 324,476. Advertising Totals: 1911, 8,876,961 lines. Gain, 1911, 447,993 lines

3,237,831 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



DETROIT, MICHIGAN
Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot.** Aver. year, 1911, daily 10,368; Sunday, 11,313. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 109,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Journal** Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,303. Daily average circulation for April, 1912, evening only, 82,829. Average Sunday circulation for April, 1912, 86,142.

CIRCULATION **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.



MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,500 daily average 1st 4 mos. 1912

Camden, Post-Telegram. 10,415 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,258; '11, 20,118.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,361. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Esquire*, evening, 33,891.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1911, 20,817. Benjamin & Kennor, 225 Fifth Ave., New York; Boyce Building, Chicago.

★ **Troy, Record.** Av. circulation 1911, (A. M., 8,322; P. M., 18,736) 24,057. Only paper in city which has permitted A. A. A. examination, and made public thereport

Utica, National Electrical Contractor, mo Average for 1911, 2,826.

OHIO

Cleveland, Plain Dealer. Est. 1831. Actual average for 1911: Daily, 89,129; Sunday, 125,191. For April, 1912, 108,787 daily; Sunday, 131,526. **Youngstown, Vindicator.** D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

ROLL OF HONOR

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PENNSYLVANIA



Erie, Times, daily. 21,687 average, April, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.



Philadelphia. The *Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 80,665; the Sunday *Press*, 174,272.

Washington, Reporter and Observer, circulation average 1911, 12,823.



West Chester. Local News, daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its held. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening, 18,401 net, sworn. A. A. A. examination.

York, Dispatch and Daily. Average for 1911, 18,627. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket Evening Times. Average circulation for 1911, 20,297—sworn.



Providence, Daily Journal. Average for 1911, 23,087 (©). Sunday, 22,688 (©). *Evening Bulletin*, 50,456 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,756. Examined by A. A. A.

Burlington, Free Press. Examined by A. A. A. 8,988 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Aver. April, 1912, 5,688. *The Register* (morn.), av. April, '12, 3,216.

WASHINGTON



Seattle, The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 84,005 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year 1911, daily, 19,001 Sunday, 27,288

Tacoma, News. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year 1911, 3,971. Established over 40 years ago.

Janesville, Gazette. Daily average, April, 1912, daily 6,010; semi-weekly, 1,888.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.



Milwaukee, The Evening Wisconsin, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Milwaukee, The Milwaukee Journal (eve.) Daily Av. circ. for 12 mos. 1911, 66,446. City circulation larger than the total circulation of any other Milwaukee daily. The *Journal* leads all Milwaukee papers in amount of advertising carried. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N. Y. City. **Racine (Wis.) Journal-News**. *Journal* purchased *News* Jan. 8, 1912. Combined March average now 7,313.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1911, 22,025. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, La Patrie. Ave. year 1911, 46,982 daily; 66,897 weekly. Highest quality circulation

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (◎◎), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,656 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'

Ink Pub. Co.

Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, '11, 57,613. (◎◎.) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Color is Dangerous but Desirable



Like knowledge, it is no plaything. Especially is this true in advertising and publishing. Dabble with it, and your time and money are worse than wasted. Handle it properly, and it brings returns tenfold. It becomes a delight to the eye and adds to the bank account.

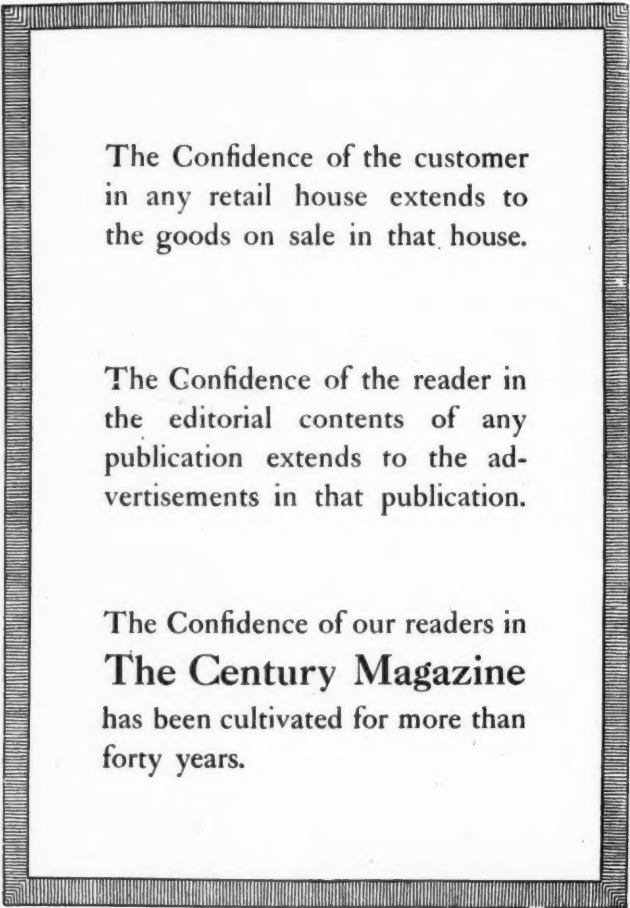
No printer can even attempt color work unless his plant be fully equipped and his experience be sufficient to secure A-1 results at all times. His men must be skilled and his machinery must be of the latest and the best. Then, and then only can you count upon satisfaction.

The CHARLES FRANCIS PRESS has made a name for itself and for its customers for tasteful color work. We are printing covers, illustrations, booklets, etc., in two, three and four colors for Bobbs-Merrill, Outing, PRINTERS' INK, Field and Stream, George Batten Co., Moses King and many others.

Unless you are absolutely certain that your color printing cannot be better, give us the opportunity to show our goods on your next piece of work. You will find that neither our samples nor our prices will suffer by comparisons.

CHARLES FRANCIS PRESS

30-32 West 13th Street, New York



The Confidence of the customer
in any retail house extends to
the goods on sale in that house.

The Confidence of the reader in
the editorial contents of any
publication extends to the ad-
vertisements in that publication.

The Confidence of our readers in
The Century Magazine
has been cultivated for more than
forty years.